

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 27, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	46.4	39,390
2	SUPER BOWL XIX-KICK OFF(S)	30.6	25,980
2	SUPER BOWL XIX-POST GAME(S)	30.6	25,980
4	BILL COSBY SHOW	26.7	22,670
5	DALLAS#	26.1	22,160
6	DYNASTY	25.8	21,900
7	A TEAM	24.5	20,800
8	FAMILY TIES	23.4	19,870
9	MACGRUDER & LOUD(S)	22.8	19,360
10	SIMON & SIMON	22.6	19,190
11	CBS TUESDAY NIGHT MOVIES#	21.6	18,340
12	SUPER BOWL XIX-PRE GAME(S)	21.2	18,000
13	WEBSTER	21.0	17,830
14	KNOTS LANDING	20.9	17,740
15	HOTEL	20.6	17,490
16	MAGNUM, P.I.	20.4	17,320
17	60 MINUTES	20.3	17,230
18	FALCON CREST#	20.0	16,980
18	RIPTIDE	20.0	16,980
20	CHEERS	19.8	16,810
20	KATE & ALLIE#	19.8	16,810
20	R.KENNEDY & HIS TIMES,PT1(S)	19.8	16,810

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	38.5	85,530
2	SUPER BOWL XIX-POST GAME(S)	25.2	55,930
3	SUPER BOWL XIX-KICK OFF(S)	22.5	50,080
4	BILL COSBY SHOW	21.2	47,040
5	A TEAM	18.5	41,130
6	FAMILY TIES	18.0	40,110
7	DYNASTY	17.1	38,030
8	MACGRUDER & LOUD(S)	16.6	36,960
9	DALLAS#	16.4	36,500
10	SUPER BOWL XIX-PRE GAME(S)	15.2	33,710
11	SIMON & SIMON	14.5	32,170
12	CHEERS	14.2	31,610
13	HARDCASTLE & MCCORMICK	14.1	31,440
14	WEBSTER	14.0	31,180
15	TV BLOOPERS & PRAC. JOKES	13.9	30,980
16	ABC SUNDAY NIGHT MOVIE#	13.9	30,930
17	RIPTIDE	13.9	30,800
18	SPECIAL MOVIE PRSNT-SAT.(S)	13.6	30,300
19	MAGNUM, P.I.	13.6	30,220
20	HIGHWAY TO HEAVEN	13.5	30,040
21	CBS TUESDAY NIGHT MOVIES#	13.3	29,500

WOMEN (18+)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	34.5	30,580
2	SUPER BOWL XIX-POST GAME(S)	24.0	21,250
3	DALLAS#	23.9	21,190
4	BILL COSBY SHOW	23.6	20,910
5	DYNASTY	23.4	20,750
6	FAMILY TIES	19.9	17,590
7	SUPER BOWL XIX-KICK OFF(S)	19.8	17,540
8	HOTEL	18.9	16,770
9	MACGRUDER & LOUD(S)	18.9	16,710
10	FALCON CREST#	18.6	16,480
11	SIMON & SIMON	18.6	16,440
12	WEBSTER	18.3	16,210
13	A TEAM	18.1	16,020
14	KNOTS LANDING	17.9	15,820
15	CBS TUESDAY NIGHT MOVIES#	17.6	15,610
16	R.KENNEDY & HIS TIMES,PT1(S)	17.4	15,420
17	CHEERS	17.1	15,140
18	HIGHWAY TO HEAVEN	16.8	14,870
18	60 MINUTES	16.8	14,870
20	BENSON	16.3	14,470

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	53.4	42,680
2	SUPER BOWL XIX-POST GAME(S)	34.7	27,700
3	SUPER BOWL XIX-KICK OFF(S)	32.1	25,600
4	SUPER BOWL XIX-PRE GAME(S)	22.2	17,690
5	MACGRUDER & LOUD(S)	19.8	15,850
6	ABC SUNDAY NIGHT MOVIE#	18.4	14,680
7	A TEAM	18.2	14,530
8	DYNASTY	16.9	13,510
9	BILL COSBY SHOW	15.9	12,730
10	HILL STREET BLUES	15.7	12,540
11	SPECIAL MOVIE PRSNT-SAT.(S)	14.7	11,710
12	SIMON & SIMON	14.5	11,560
13	RIPTIDE	14.3	11,440
14	MAGNUM, P.I.	14.0	11,210
15	HARDCASTLE & MCCORMICK	13.5	10,820
16	FAMILY TIES	13.2	10,520
16	NBC MONDAY NIGHT MOVIES	13.2	10,520
18	MIAMI VICE	13.1	10,490
19	AIRWOLF#	13.1	10,460
20	60 MINUTES	12.9	10,330
21	NEWHART#	12.9	10,270

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JANUARY 27, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	34.5	19,270
2	SUPER BOWL XIX-POST GAME(S)	25.3	14,140
3	BILL COSBY SHOW	24.4	13,610
4	DYNASTY	22.4	12,520
5	FAMILY TIES	21.3	11,900
6	MACGRUDER & LOUD(S)	20.0	11,180
7	SUPER BOWL XIX-KICK OFF(S)	19.2	10,720
8	CHEERS	18.7	10,430
9	MACGRUDER AND LOUD#	18.0	10,040
10	DALLAS#	17.5	9,740
10	NIGHT COURT	17.5	9,740
12	SIMON & SIMON	16.7	9,340
13	A TEAM	16.5	9,180
14	HOTEL	16.4	9,140
15	CBS TUESDAY NIGHT MOVIES#	16.3	9,080
16	KNOTS LANDING	16.2	9,010
17	HILL STREET BLUES	16.1	8,990
18	WEBSTER	16.1	8,980
19	TV BLOOPERS & PRAC. JOKES	15.8	8,790

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS#	36.4	9,920
2	SUPER BOWL XIX-GAME(S)	33.2	9,050
3	ALL-STAR INAUGURAL GALA(S)	28.3	7,720
4	FALCON CREST#	27.8	7,580
5	60 MINUTES	27.8	7,560
6	R.KENNEDY & HIS TIMES,PT1(S)	26.7	7,260
7	DYNASTY	25.3	6,880
8	BENSON	24.0	6,550
9	HOTEL	23.4	6,380
10	MAGNUM, P.I.	23.0	6,270
11	WEBSTER	22.9	6,240
12	HIGHWAY TO HEAVEN	22.9	6,230
13	SIMON & SIMON	22.7	6,180
14	BILL COSBY SHOW	22.4	6,090
15	KNOTS LANDING	22.1	6,020
16	CBS EVENING NEWS-RATHER	20.9	5,690
17	SUPER BOWL XIX-POST GAME(S)	20.7	5,640
18	MISS TEEN USA(S)	20.5	5,580
19	A TEAM	20.4	5,550
20	SUPER BOWL XIX-KICK OFF(S)	20.3	5,540
21	CBS TUESDAY NIGHT MOVIES#	20.0	5,450

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	52.9	28,570
2	SUPER BOWL XIX-POST GAME(S)	35.2	19,000
3	SUPER BOWL XIX-KICK OFF(S)	31.6	17,090
4	SUPER BOWL XIX-PRE GAME(S)	22.8	12,350
5	MACGRUDER & LOUD(S)	20.6	11,160
6	ABC SUNDAY NIGHT MOVIE#	18.9	10,200
7	HILL STREET BLUES	17.4	9,400
8	A TEAM	16.8	9,060
9	BILL COSBY SHOW	16.1	8,690
10	DYNASTY	15.6	8,440
11	SPECIAL MOVIE PRSNT-SAT.(S)	15.1	8,180
12	MIAMI VICE	14.0	7,570
13	RIPTIDE	13.7	7,390
14	CHEERS	13.5	7,310
14	FAMILY TIES	13.5	7,310
16	FOUL UPS, BLEEP&BLUNDERS(S)	13.3	7,200
17	AIRWOLF#	13.2	7,140
18	NBC MONDAY NIGHT MOVIES	13.0	7,020
19	OTHERWORLD#	12.6	6,820
20	NIGHT COURT	12.6	6,790
21	NEWHART#	12.3	6,640
22	NBC SUNDAY NIGHT MOVIE	12.2	6,590

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	SUPER BOWL XIX-GAME(S)	57.0	11,790
2	SUPER BOWL XIX-KICK OFF(S)	35.8	7,390
3	SUPER BOWL XIX-POST GAME(S)	34.9	7,210
4	DALLAS#	22.8	4,720
5	A TEAM	22.1	4,560
6	SIMON & SIMON	22.0	4,540
7	ALL-STAR INAUGURAL GALA(S)	21.8	4,510
7	SUPER BOWL XIX-PRE GAME(S)	21.8	4,510
9	R.KENNEDY & HIS TIMES,PT1(S)	21.1	4,370
10	DYNASTY	20.9	4,320
11	60 MINUTES	20.4	4,210
12	FALCON CREST#	20.2	4,170
13	MAGNUM, P.I.	20.1	4,150
14	HARDCASTLE & MCCORMICK	19.5	4,040
15	SPECIAL MOVIE PRSNT-FRI(S)	19.4	4,020
16	MACGRUDER & LOUD(S)	18.8	3,890
17	BENSON	18.5	3,830
18	CBS EVENING NEWS-RATHER	18.3	3,790
19	T.J. HOOKER#	18.2	3,770
20	HIGHWAY TO HEAVEN	17.4	3,600
21	BILL COSBY SHOW	16.9	3,500
22	RIPTIDE	16.7	3,450
23	TRAPPER JOHN, M.D.#	16.5	3,410

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
*EVENING																															
A TEAM																															
TUE.		8.00P	60	NBC	A	15	210	210	A	24.5	35	2080	1977	703	269	769	253	441	419	369	267	698	236	435	401	350	219	182	70	328	219
		8.00 - 8.30					99	98	B	22.0	34	1868	1931	676	266	732	240	437	409	361	247	695	243	442	406	338	212	184	62	320	222
		8.30 - 9.00							A	23.4	34	1987	1969	701	260	766	241	430	410	372	273	703	222	431	401	363	225	172	65	328	220
									A	25.5	36	2165	1990	707	278	776	267	454	428	368	262	696	244	439	404	345	215	190	72	328	220
ABC BUSINESS BRIEF-MON																															
2 MON.		8.58P	1	ABC	N	6	201	98	A	20.9	30	1774	1967	778	278	869	289	509	445	450	320	655	258	399	329	295	220	176	97^	267	190
									B	17.3	26	1469	1694	586	248	641	215	402	358	332	195	800	329	522	435	354	224	115	46	138	94
ABC BUSINESS BRIEF-WED																															
1 WED.		8.57P	2	ABC	N	15	202	198	A	19.9	29	1690	1777	698	279	777	219	414	361	398	313	660	249	407	354	263	217	92	43^	248	154
2 WED.		8.58P	1				98	98	B	21.3	32	1808	1794	710	274	804	291	470	385	344	295	634	248	397	341	267	201	129	58	227	141
ABC BUSINESS BRIEF-FRI																															
		8.45P	1	ABC	N	15	206	204	A	20.9	32	1774	1778	836	315	933	328	517	495	377	357	463	150	255	227	222	182	118	81	264	152
							99	99	B	17.2	27	1460	1807	772	331	866	293	483	451	388	324	470	150	258	256	229	174	152	87	319	207
ABC MONDAY NIGHT MOVIE																															
MON.		9.00P	120	ABC	FF	4	204	199	A	18.4	28	1562	1536	739	288	835	258	464	451	430	298	580	187	313	284	281	199	78^	50^	43^	21^
		9.00 - 9.30					99	98	B	16.6	26	1409	1620	769	296	851	261	491	469	439	289	582	180	326	300	288	198	102	52	85	63
		9.30 - 10.00							A	18.8	27	1596	1589	746	280	847	277	480	438	419	307	590	202	324	297	275	212	91	64^	61^	28^
		10.00 - 10.30							A	18.6	27	1579	1590	745	276	850	272	472	442	427	310	594	198	330	296	277	205	89	58^	57^	31^
		10.30 - 11.00							A	18.2	28	1545	1493	739	300	834	260	464	466	428	289	570	174	297	274	287	195	64^	38^	25^	11^
									A	17.7	29	1503	1483	734	300	819	227	439	458	446	294	573	175	304	271	290	192	68^	39^	23^	13^
ABC NEWSBRIEF-MON																															
1 MON.		9.57P	2	ABC	N	4	200	190	A	17.2	25	1460	1554	742	285	838	249	442	434	426	317	606	205	342	296	277	197	64^	42^	46^	27^
							98	97	B	16.4	25	1392	1628	766	290	850	258	476	461	433	299	607	192	347	311	291	198	85	49	86	65
2 MON. 9.58P 1																															
ABC NEWSBRIEF-TUE																															
TUE.		9.58P	1	ABC	N	16	201	201	A	15.1	22	1282	1627	815	379	906	389	576	472	363	280	544	181	335	329	283	168	134	82^	43^	22^
							98	99	B	12.7	19	1078	1640	770	320	861	326	521	441	377	279	555	197	341	304	261	174	151	101	73	49
ABC NEWSBRIEF-WED																															
WED.		9.58P	1	ABC	N	16	206	201	A	24.4	36	2072	1744	843	332	970	347	583	522	436	326	606	232	375	329	251	197	100	65	68	43^
							99	99	B	23.2	35	1970	1674	840	336	955	352	571	488	405	329	555	226	337	288	220	183	93	57	71	41
ABC NEWSBRIEF-THU																															
THU.		9.58P	1	ABC	N	16	198	193	A	12.3	18	1044	1494	696	327	782	256	443	460	384	265	502	115^	263	323	298	161	107^	51^	103^	77^
							98	96	B	13.1	20	1112	1685	704	302	792	250	442	419	386	278	609	193	359	354	304	196	150	81	134	89
ABC NEWSBRIEF-FRI																															
FRI.		9.58P	1	ABC	N	16	197	202	A	13.6	21	1155	1844	707	255	789	241	470	464	389	246	659	257	450	374	311	170	159	60^	237	156
							98	99	B	11.9	19	1010	1719	628	264	703	237	418	396	339	232	649	232	405	368	312	196	142	66	225	161
ABC NEWSBRIEF-SAT.																															
1 SAT.		8.58P	1	ABC	N	16	204	195	A	15.3	24	1299	1815	826	307	934	241	437	392	438	439	604	154	321	292	321	252	134	77^	143	96^
2 SAT.		9.58P	1				98	97	B	14.9	25	1265	1670	794	285	881	242	409	386	379	414	521	140	257	245	250	228	132	86	136	95
ABC NEWSBRIEF-SUN.																															
1 SUN.		10.41P	1	ABC	N	16	206	204	A	20.8	31	1766	1961	687	358	789	340	540	496	359	171	916	379	646	590	457	196	174	51^	82	56^
2 SUN.		9.52P	1				99	99	B	17.4	27	1477	1900	713	321	777	313	532	464	365	192	805	347	570	496	371	186	172	73	146	95
ABC SPORTS UPDATE-SAT																															
1 SAT.		8.29P	1	ABC	SN	15	206	200	A	14.3	22	1214	1714	767	261	878	240	436	400	429	375	635	163	353	343	321	244	94^	60^	107	53^
2 SAT.		8.58P	1				99	97	B	13.3	22	1129	1789	793	299	871	234	411	387	390	406	585	141	290	293	288	254	133	76	200	125
ABC SPORTS UPDATE-SUN																															
2 SUN.		8.52P	1	ABC	SN	14	207	99	A	18.9	26	1605	1875	653	328	703	285	437	420	315	193	889	360	615	570	454	193	167	40^	116^	108^
									B	17.3	25	1469	2013	733	331	807	330	534	473	363	217	789	328	549	501	368	193	190	87	227	148
ABC SUNDAY NIGHT MOVIE																															
2 SUN.		8.00P	150	ABC	FF	14	203	99	A	19.4	28	1647	1878	633	328	693	300	466	453	312	154	892	365	620	571	452	182	186	40^	107^	88^
		8.00 - 8.30							B	18.1	28	1537	1950	743	333	811	338	560	482	372	196	768	331	550	474	347	169	188	86	183	118
									A	17.0	24	1443	1928	636	303	688	312	440	426	288	160^	916	364	623	590	477	201	155^	39^	169^	144^
CONT'D																															

CONT'D

13

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																		
BILL COSBY SHOW																																		
THU. 8.00P 30 NBC CS 18 206 206 A 26.7 39 2267 2075 820 371 924 372 602 529 382 270 562 237 384 328 230 153 255 166 334 222																																		
B 22.3 35 1893 2049 779 344 875 332 547 488 387 266 563 217 371 336 260 153 273 152 338 227																																		
CAGNEY & LACEY																																		
1 MON. 10.00P 60 CBS OP 13 205 A 17.1 27 1452 1546 753 219 824 315 487 428 305 292 574 226 376 359 260 152^ 104^ 87^ 44^ 34^																																		
10.00 - 10.30 B 17.8 29 1511 1441 755 301 855 282 477 432 385 325 468 155 285 270 231 155 78 48 40 33																																		
10.30 - 11.00 A 17.3 27 1469 1581 761 229 842 337 504 425 295 295 590 241 393 378 259 153^ 94^ 94^ 55^ 34^																																		
A 16.9 27 1435 1504 747 208 804 291 466 428 313 291 555 211 357 337 259 150^ 112^ 79^ 33^ 33^																																		
CALL TO GLORY																																		
TUE. 10.00P 60 ABC GD 2 206 207 A 10.6 17 900 1526 765 342 896 384 564 455 353 258 556 142 322 349 328 168 35^ 16^ 39^ 10^																																		
10.00 - 10.30 B 10.6 17 900 1526 765 342 896 384 564 455 353 258 556 142 322 349 328 168 35 16 39 10																																		
10.30 - 11.00 A 10.8 17 917 1567 791 351 924 410 587 474 356 257 558 148 331 354 327 160 54^ 32^ 31^ LT																																		
A 10.3 17 874 1485 740 331 863 357 540 435 349 257 557 137^ 315 348 332 178 18^ LT 47^ 20^																																		
CBS EVENING NEWS-RATHER																																		
M-F 6.30P 30 CBS N 85 205 205 A 15.4 25 1307 1569 746 215 791 163 327 313 361 435 590 133 265 258 295 291 79 41^ 109 59																																		
B 13.6 24 1155 1488 693 224 749 140 290 293 339 420 587 114 231 239 285 316 65 33^ 87 52																																		
CBS EVENING NEWS-SUNDAY																																		
SUN. 6.00P 30 CBS N 9 171 181 A 8.8 13 747 1486 629 170 703 89^ 221 221 307 463 624 162^ 299 321 316 287 57^ 29^ 102^ 80^																																		
B 8.3 14 705 1477 668 228 728 118 264 280 347 426 592 137 266 275 287 292 63 32 94 67																																		
CBS SAT. NEWS-SCHIEFFER																																		
SAT. 6.30P 30 CBS N 11 176 177 A 11.4 19 968 1624 664 229 724 148 283 268 334 417 712 197 340 324 356 332 54^ 20^ 134 61^																																		
B 9.3 17 790 1583 682 225 735 119 269 274 342 424 659 192 312 304 294 299 74 35 115 63																																		
CBS SPECIAL MOVIE PRSNT(S)																																		
2 MON. 8.00P 180 CBS FF 204 A 15.5 23 1316 1654 810 353 904 276 473 453 447 350 559 160^ 297 315 311 201 91^ 57^ 100^ 79^																																		
8.00 - 8.30 A 16.5 24 1401 1664 802 303 931 285 468 404 431 400 542 139^ 274 293 302 206 65^ 25^ 126^ 94^																																		

8.30 - 9.00													A 16.3	23	1384	1649	800	305																			
9.00 - 9.30													A 15.5	23	1316	1660	824	354																			
9.30 - 10.00													A 14.8	22	1257	1687	837	388																			
10.00 - 10.30													A 15.1	24	1282	1677	831	399																			
10.30 - 11.00													A 14.6	24	1240	1603	785	387																			
CBS TUESDAY NIGHT MOVIES							12	204					A 21.6	33	1834	1609	757	341																			
1 TUE.		9.00P	120	CBS	FF			99					B 16.6	26	1409	1578	782	303																			
9.00 - 9.30													A 19.2	28	1630	1631	767	332																			
9.30 - 10.00													A 20.6	30	1749	1573	747	328																			
10.00 - 10.30													A 23.2	36	1970	1615	762	345																			
10.30 - 11.00													A 23.3	38	1978	1615	752	356																			
CBS WEDNESDAY NIGHT MOVIE							15	197	202				A 10.7	17	908	1740	713	325																			
WED.		9.00P	120	CBS	FF			98	99				B 12.7	20	1078	1668	709	275																			
9.00 - 9.30													A 10.3	15	874	1792	693	348																			
9.30 - 10.00													A 10.8	16	917	1778	690	334																			
10.00 - 10.30													A 11.0	18	934	1696	717	308																			
10.30 - 11.00													A 10.7	18	908	1674	743	312																			
CHARLES IN CHARGE							14	189	198				A 13.6	20	1155	2121	735	322																			
WED.		8.00P	30	CBS	CS			96	97				B 13.4	21	1138	1817	673	289																			
CHEERS							16	206	205				A 19.8	29	1681	1880	767	367																			
THU.		9.00P	30	NBC	CS			99	99				B 18.9	28	1605	1818	762	372																			
COVER-UP							13	202					A 15.7	27	1333	1855	795	259																			
2 SAT.		10.00P	60	CBS	GD			96					B 14.0	25	1189	1764	726	287																			
10.00 - 10.30													A 15.6	27	1324	1875	792	260																			
10.30 - 11.00													A 15.9	28	1350	1818	791	254																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
CRAZY LIKE A FOX						3	197		A	18.4	26	1562	1620	763	351	882	255	472	461	419	323	501	209	314	282	237	128	84	52	153	110
1	SUN.	9.00P	60	CBS	PD		99		B	20.6	30	1749	1637	783	347	876	208	433	440	472	370	580	167	326	321	310	206	103	46	78	60
		9.00 - 9.30							A	16.8	23	1426	1623	769	359	883	243	472	476	426	336	484	200	318	298	233	111	80	46	176	120
		9.30 - 10.00							A	20.0	29	1698	1612	753	340	875	263	471	449	414	308	511	214	310	268	239	140	91	57	135	101
DALLAS						16	208		A	26.1	39	2216	1647	852	332	957	298	440	430	387	448	456	110	214	223	229	212	114	68	120	92
2	FRI.	9.00P	60	CBS	GD		99		B	25.4	40	2156	1662	858	318	948	291	491	455	409	401	497	151	255	251	223	208	101	55	116	78
		9.00 - 9.30							A	25.5	38	2165	1638	849	324	950	282	420	416	390	460	452	108	213	217	227	212	109	64	127	96
		9.30 - 10.00							A	26.6	40	2258	1657	857	339	964	315	459	443	382	437	461	113	216	225	232	216	120	72	112	87
DIFF'RENT STROKES-SAT.						16	197	197	A	16.0	25	1358	1995	762	287	820	297	463	419	324	297	465	162	267	265	249	142	212	142	498	325
	SAT.	8.00P	30	NBC	CS	97	97		B	14.8	25	1257	1957	728	289	802	289	465	407	317	300	444	148	252	244	210	157	283	181	428	307
DOUBLE TROUBLE						8	184	192	A	14.6	22	1240	1972	743	292	802	301	475	416	333	274	471	182	282	261	230	143	208	141	491	343
	SAT.	8.30P	30	NBC	CS	96	97		B	13.7	22	1163	2051	729	289	808	301	494	435	343	271	467	172	287	265	230	143	321	208	455	332
DUKES OF HAZZARD						15	183		A	13.4	20	1138	1755	737	237	845	222	373	365	395	428	484	98	188	179	226	275	114	29	312	198
2	FRI.	8.00P	60	CBS	CS		91		B	13.6	22	1155	1734	666	195	742	213	343	317	312	361	553	142	261	248	267	260	93	32	346	228
		8.00 - 8.30							A	12.2	19	1036	1714	736	224	829	209	360	362	387	430	487	106	197	181	221	275	104	23	294	183
		8.30 - 9.00							A	14.6	22	1240	1783	737	245	857	235	390	369	399	422	477	92	178	177	227	272	121	33	328	208
DYNASTY						16	208	205	A	25.8	38	2190	1737	831	327	949	339	572	514	432	315	616	246	385	330	245	198	108	68	64	39
	WED.	9.00P	60	ABC	GD	99	99		B	25.4	38	2156	1712	843	349	960	363	587	502	405	318	562	236	348	299	221	177	100	59	90	51
		9.00 - 9.30							A	24.9	36	2114	1730	819	328	933	331	563	505	429	308	616	249	384	327	239	199	114	71	67	41
9.30 - 10.00									A	26.7	39	2267	1736	840	322	958	345	580	519	434	319	615	243	386	333	250	195	103	65	60	38
E/R						8	192	202	A	12.8	19	1087	1948	738	313	847	381	584	434	328	234	566	251	409	318	265	128	313	219	222	148
	WED.	8.30P	30	CBS	CS	96	98		B	12.5	19	1061	1699	665	285	757	300	482	396	323	239	469	163	309	273	240	136	273	164	200	149
FACTS OF LIFE						16	183	191	A	17.9	26	1520	1670	792	299	842	296	496	454	374	274	449	144	261	237	222	150	192	122	187	135
	WED.	9.00P	30	NBC	CS	95	97		B	15.7	23	1333	1782	756	304	821	299	506	454	374	262	483	174	301	278	228	150	258	147	220	162
FALCON CREST						16	207		A	20.0	32	1698	1567	857	362	971	320	464	405	377	446	469	104	185	199	230	246	37	32	90	65
2	FRI.	10.00P	60	CBS	GD		99		B	20.5	35	1740	1576	849	303	941	265	465	437	426	414	468	138	230	229	213	205	100	57	67	50
		10.00 - 10.30							A	20.7	33	1757	1548	841	348	954	309	449	398	371	446	463	96	178	198	229	248	42	31	89	68
		10.30 - 11.00							A	19.3	32	1639	1580	875	377	988	332	479	411	384	446	469	109	189	199	230	242	32	32	91	63
FALL GUY						17	208	202	A	16.7	25	1418	1846	693	272	772	218	425	382	405	297	699	271	444	375	286	221	115	48	260	164
	WED.	8.00P	60	ABC	A	99	98		B	17.6	27	1494	1827	689	262	777	278	450	374	333	289	654	239	406	354	296	210	137	55	259	166
		8.00 - 8.30							A	15.7	23	1333	1828	679	266	764	220	421	369	394	298	697	271	441	369	283	225	108	46	259	164
		8.30 - 9.00							A	17.7	26	1503	1852	703	271	774	215	426	391	411	296	700	270	444	376	289	220	121	52	257	162
FAMILY TIES						17	208	208	A	23.4	34	1987	2019	777	367	885	394	598	506	353	235	528	236	367	311	202	141	285	188	321	220
	THU.	8.30P	30	NBC	CS	99	99		B	20.4	31	1732	1992	766	345	864	368	562	498	359	239	538	225	366	328	239	136	270	160	320	211
FINDER OF LOST LOVES						14	204		A	14.6	25	1240	1416	766	210	877	210	439	376	462	404	466	91	190	190	246	242	28	LT	45	32
2	SAT.	10.00P	60	ABC	GD		99		B	13.6	25	1155	1524	786	279	862	227	419	398	405	390	464	122	229	231	232	196	106	65	92	68
		10.00 - 10.30							A	14.6	25	1240	1435	790	216	906	227	465	399	472	400	455	99	196	185	232	234	29	LT	45	34
		10.30 - 11.00							A	14.7	26	1248	1380	736	201	837	190	409	351	447	400	469	80	179	193	258	246	29	LT	45	31
FOUL UPS, BLEEP&BLUNDERS(S)						199			A	14.7	26	1248	1746	582	291	643	322	454	382	263	159	791	321	576	467	377	156	145	LT	167	99
2	SUN.	10.30P	30	ABC	U		97																								
GIMME A BREAK						8	186	190	A	15.0	23	1274	1874	777	332	864	333	534	456	362	268	502	163	298	281	261	176	184	130	324	249
	SAT.	9.00P	30	NBC	CS	96	96		B	14.1	23	1197	1985	751	316	854	340	550	473	375	242	464	161	286	280	234	144	276	177	391	297

21

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																											
NBC MONDAY NIGHT M-CONT'D																											
		10.30 - 11.00						A	18.0	29	1528	1754	714 243	794 252	475 451	442 254	682 246	465 393	371 201	180 113	98 75^						
		11.00 - 11.30						A	14.4	28	1223	1651	635 235	683 238	366 388	322 217	737 301	516 412	368 221	131^ 93^	100^ 57^						
NBC NEWS DIGEST-M-F																											
		8.58P	1	NBC N		78	168 165	A	14.6	21	1240	2047	767 329	854 326	531 465	368 262	659 266	436 391	297 190	225 127	309 212						
								B	14.4	22	1223	1928	747 302	815 291	489 447	376 268	615 228	386 358	287 191	207 103	291 198						
NBC NEWS DIGEST-2-M-F																											
		9.50P	1	NBC N		35	172 178	A	14.4	22	1223	1666	729 309	828 303	521 481	392 252	565 179	364 341	310 180	145 74	128 83						
		1 W & F	1					B	14.1	21	1197	1725	749 317	818 304	516 478	383 245	586 220	384 361	292 162	180 83	141 101						
		2 TU&TH	1																								
NBC NEWS DIGEST-SAT																											
		8.58P	1	NBC N		16	159 155	A	11.8	18	1002	1946	761 298	814 300	479 420	337 290	469 185	267 249	220 161	198 148	465 330						
								B	11.7	19	993	1962	730 289	818 304	477 424	324 300	437 161	255 245	198 151	297 187	410 296						
NBC NEWS DIGEST-2-SAT.																											
		9.58P	1	NBC N		7	171	A	11.0	17	934	1626	679 262^	691 284	389 393	233^ 244^	455 109^	249^ 272	324 152^	163^ 116^	317 255^						
								B	10.3	17	874	1852	711 280	778 311	503 449	348 226	491 159	308 317	280 135	241 123	342 290						
NBC NEWS DIGEST-SUN																											
		8.58P	1	NBC N		15	162 173	A	13.5	18	1146	2018	657 318	826 309	578 452	400 220	631 238	427 378	355 171	194 97^	367 240						
		2 SUN.	1					B	14.3	20	1214	2036	731 281	798 305	498 440	360 249	646 248	426 385	300 188	198 115	394 274						
NBC NEWS DIGEST-2-SUN.																											
		9.52P	1	NBC N		8	183	A	11.7	17	993	1870	547 216^	730 303	494 386	382 213^	664 318	485 426	298 159^	205^ 101^	271 177^						
								B	16.2	24	1375	1755	709 306	769 278	481 441	372 240	662 249	451 423	334 172	165 65	159 112						
NBC NIGHTLY NEWS-SAT.																											
						13	163 164	A	8.9	15	756	1458	778 207	787 99^	285 317	408 435	583 125^	224 261	292 308	17^ 17^	71^ 14^						
SAT.																											
		6.30P	30	NBC N		91	91	B	9.5	18	807	1492	702 205	729 120	266 300	346 408	616 139	257 262	279 316	59 15	88 61						
NBC NIGHTLY NEWS-SUN																											
		6.30P	30	NBC N		7	163 169	A	8.0	12	679	1863	654 308	790 276	402 341	290 337	535 125^	270 318	298 217	131^ 75^	407 236						
								B	7.6	12	645	1604	678 227	733 175	300 289	319 381	592 155	269 287	270 267	89 58	190 123						
NBC NIGHTLY NEWS																											
		6.30P	30	NBC N		78	205 204	A	12.3	20	1044	1676	766 284	853 180	362 354	410 417	657 143	295 335	340 307	49^ 27^	117 73						
								B	11.2	20	951	1600	749 252	800 169	331 344	389 400	618 143	269 297	299 293	56 31	126 80						
NBC SUNDAY NIGHT MOVIE																											
		9.00P	120	NBC FF		14	197 196	A	16.8	24	1426	1890	622 242	779 295	526 442	403 208	665 252	461 418	344 166	189 93	257 153						
		2 SUN.						B	16.6	26	1409	1747	727 319	811 293	505 468	393 242	643 235	419 402	327 172	142 60	151 106						
		8.00 - 8.30						A	19.6	28	1664	2038	679 273	816 294	549 462	395 225	665 220	426 415	359 186	197 98^	360 195						
		8.30 - 9.00						A	20.5	29	1740	2005	683 277	828 298	557 467	416 225	672 219	435 417	371 189	201 95^	304 168						
		9.00 - 9.30						A	16.8	23	1426	1874	599 265	763 300	532 437	394 187	628 238	440 399	328 158	186 94	297 168						
		9.30 - 10.00						A	17.2	25	1460	1833	604 259	759 297	521 429	392 200	660 268	477 414	339 150	176 83^	238 141						
		10.00 - 10.30						A	13.4	21	1138	1772	565 126^	728 272	457 411	403 220	742 331	549 456	332 166^	194^ 109^	108^ 108^						
		10.30 - 11.00						A	12.9	22	1095	1760	593 134^	774 294	484 428	419 230	683 257	481 438	333 171^	196^ 101^	107^ 107^						
NEW HART																											
		9.30P	30	CBS CS		12	204	A	19.3	28	1639	1696	791 300	872 302	494 425	326 321	628 243	406 365	268 185	83^ 75^	113^ 89^						
		1 MON.						B	18.8	28	1596	1556	774 320	862 294	487 449	362 323	475 173	291 269	210 159	125 71	94 71						
NEWSBREAK-M-F																											
		9.58P	1	CBS N		83	188 183	A	15.0	23	1274	1710	785 319	866 274	477 440	398 330	574 181	319 297	289 214	137 72	133 90						
		1 M & TH	1					B	15.8	24	1341	1604	790 299	875 263	464 440	405 353	513 151	284 272	255 194	107 53	109 75						
		1 TUE.	1																								
		9.55P	1																								
		1 WED.	2																								
		9.55P	1																								
		1 FRI.	1																								
		9.59P	1																								
		2 MON.	1																								
		9.57P	1																								
		2 TUTHF	1																								
		9.58P	1																								
		2 WED.	1																								
		10.17P	1																								

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																							
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11												
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+															
EVENING CONT'D																																								
NEWSBREAK-SAT.														17	190	192	A	14.3	22	1214	2015	665	271	792	299	536	454	368	215	762	330	526	455	347	188	218	107	243	187	
SAT. 9.58P														1	CBS N	90	93	B	12.0	20	1019	1770	649	259	724	212	425	410	372	257	719	230	436	421	381	236	133	59	194	148
NEWSBREAK-SUN.														16	188	193	A	17.5	25	1486	1559	863	361	924	207	418	422	421	441	558	145	262	260	257	267	48^	35^	29^	20^	
1 SUN. 8.58P														1	CBS N	93	94	B	16.3	25	1384	1568	782	290	867	221	406	400	403	398	563	155	298	293	278	226	79	43	59	45
2 SUN. 10.00P														2																										
NIGHT COURT														16	200	201	A	18.3	27	1554	1830	776	338	915	441	625	505	322	231	594	282	437	385	243	129	171	87	150	98	
THU. 9.30P														30	NBC CS	99	99	B	17.2	26	1460	1758	753	349	845	369	553	492	348	232	613	279	441	401	271	133	179	94	121	86
OTHERWORLD														1		204	A	14.4	23	1223	2056	687	338	786	292	514	469	354	222	788	307	557	514	409	177^	199^	33^	283	197^	
2 SAT. 8.00P														60	CBS A	98		B	14.4	23	1223	2056	687	338	786	292	514	469	354	222	788	307	557	514	409	177	199	33	283	197
8.00 - 8.30																	A	13.9	22	1180	2055	689	343	787	300	510	462	344	230	783	306	548	506	401	181^	194^	33^	291	201^	
8.30 - 9.00																	A	15.0	23	1274	2032	678	330	774	282	512	472	358	211	782	301	557	512	412	175^	204	33^	272	193^	
PUNKY BREWSTER														13	175	173	A	11.6	16	985	2224	618	269	834	347	552	459	358	224	382	124^	213	231	207	120^	319	176	689	469	
SUN. 7.30P														30	NBC CS	95	92	B	11.2	17	951	2120	693	256	774	302	503	441	326	239	494	204	318	316	210	138	263	159	589	400
R.KENNEDY & HIS TIMES,PT1(S)														206			A	19.8	29	1681	1599	868	326	918	229	426	426	413	431	577	152	291	294	272	259	50^	24^	54^	46^	
2 SUN. 8.00P														180	CBS GD	99																								
8.00 - 8.30																	A	20.2	29	1715	1664	887	317	942	230	438	426	423	449	567	149	319	311	290	230	79^	30^	76^	54^	
8.30 - 9.00																	A	19.3	27	1639	1646	899	334	946	232	429	433	405	461	548	136^	284	277	274	247	72^	32^	80^	60^	
9.00 - 9.30																	A	19.2	27	1630	1580	866	303	914	219	409	417	405	447	544	141^	258	261	243	259	42^	23^	80^	80^	
9.30 - 10.00																	A	19.8	28	1681	1551	857	307	903	236	422	416	400	420	563	156	277	281	247	258	41^	22^	44^	44^	
10.00 - 10.30																	A	20.7	32	1757	1600	872	334	920	227	432	432	422	423	622	161	299	305	284	293	39^	23^	19^	19^	
10.30 - 11.00																	A	19.4	34	1647	1553	827	357	882	221	423	427	428	393	623	171	314	328	289	273	30^	19^	18^	18^	
REMINGTON STEELE														14	201	201	A	18.5	30	1571	1580	736	282	810	270	456	478	393	257	616	218	397	371	314	193	69^	31^	85	58^	
TUE. 10.00P														60	NBC PD	99	99	B	17.4	29	1477	1600	715	293	779	264	495	472	397	230	634	238	440	405	324	157	111	37	76	51
10.00 - 10.30																	A	19.1	30	1622	1584	726	288	805	276	455	477	390	253	616	220	401	377	312	192	70^	35^	93	61^	
10.30 - 11.00																	A	17.9	30	1520	1567	743	274	812	263	458	478	397	259	611	212	389	366	316	192	69^	24^	75^	54^	
RIPLEY'S BELIEVE IT-NOT														16		187	A	12.5	18	1061	1881	625	217^	681	240	383	339	318	207^	924	340	540	502	450	290	102^	29^	174^	131^	
2 SUN. 7.38P														22	ABC U	93		B	11.5	18	976	2110	705	280	789	306	502	459	367	220	775	317	524	468	352	205	186	64	360	238
RIPTIDE														13	201	199	A	20.0	29	1698	1814	730	312	822	318	490	490	368	248	673	243	434	404	338	203	127	49^	192	141	
TUE. 9.00P														60	NBC PD	99	98	B	19.8	30	1681	1738	680	289	751	268	464	439	351	237	666	247	441	412	323	186	162	51	159	111
9.00 - 9.30																	A	20.1	29	1706	1802	730	313	818	328	497	485	357	245	667	238	426	396	337	204	130	51^	187	136	
9.30 - 10.00																	A	19.9	29	1690	1818	725	310	820	305	480	492	376	250	676	251	442	409	332	202	126	50^	196	147	
ST. ELSEWHERE														17	196	205	A	15.0	25	1274	1485	751	385	826	336	566	515	377	207	542	258	408	359	241	112	88^	42^	29^	14^	
WED. 10.00P														60	NBC GD	97	99	B	13.5	23	1146	1620	799	356	862	357	588	557	398	217	583	275	447	392	258	112	117	52	58	35
10.00 - 10.30																	A	15.0	24	1274	1481	750	396	834	341	576	512	374	208	518	237	381	336	240	111	98	45^	31^	16^	
10.30 - 11.00																	A	15.0	25	1274	1479	744	371	810	331	552	513	374	202	563	279	433	380	242	111	78^	39^	28^	11^	
SARA														1		189	A	16.4	25	1392	1560	785	367	816	330	544	448	347	225	497	152^	334	329	284	127^	145^	85^	102^	96^	
2 WED. 9.30P														30	NBC CS	97		B	16.4	25	1392	1560	785	367	816	330	544	448	347	225	497	152	334	329	284	127	145	85	102	96
SCARECROW & MRS. KING														13	206		A	18.8	27	1596	1634	727	271	771	175	369	402	375	332	569	165	327	317	281	208	87^	84^	207	116^	
1 MON. 8.00P														60	CBS GD	99		B	17.7	27	1503	1633	771	302	857	243	444	426	392	364	480	125	244	240	244	201	114	66	182	125
8.00 - 8.30																	A	18.1	26	1537	1610	717	269	762	171	357	382	355	345	568	159^	318	301	282	216	81^	81^	199	98^	
8.30 - 9.00																	A	19.5	28	1656	1650	737	272	781	180	383	422	391	319	565	165	332	332	281	200	92^	86^	212	133^	
SILVER SPOONS														13	174	174	A	10.4	15	883	2183	655	288	812	316	530	450	369	225	408	146	242	233	203	127^	300	173	663	464	
SUN. 7.00P														30	NBC CS	94	92	B	10.5	16	891	1999	670	263	730	268	452	416	324	232	510	204	332	310	228	136	256	150	503	349

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																											
SIMON & SIMON																											
	THU.	9.00P	60	CBS	PD	16	202 98	206 99	A 22.6	33	1919	1676	778 296	856 246	486 458	421 321		604 175	320 310	296 237		133 66	83 56^				
									B 21.9	33	1859	1668	771 277	849 252	462 427	403 339		589 168	330 320	302 217		114 44	116 75				
		9.00 - 9.30							A 22.3	33	1893	1657	761 291	839 237	469 447	415 322		593 171	317 301	291 232		144 63^	81 56^				
		9.30 - 10.00							A 23.0	34	1953	1683	792 298	870 254	500 465	426 323		607 173	318 311	301 242		122 68	84 58^				
60 MINUTES																											
	SUN.	7.00P	60	CBS	DN	18	198 99	208 99	A 20.3	28	1723	1610	812 300	863 174	370 383	426 438		599 137	317 327	331 243		65^ 20^	83 45^				
									B 22.0	34	1868	1614	741 292	794 168	339 350	387 400		679 182	347 342	334 282		67 28	74 43				
		7.00 - 7.30							A 19.1	27	1622	1580	816 282	863 163	358 373	428 452		580 125	284 299	317 256		62^ 19^	75^ 42^				
		7.30 - 8.00							A 21.5	30	1825	1630	806 315	861 181	381 392	424 427		615 147	346 349	342 235		65^ 20^	89 47^				
SPECIAL MOVIE PRSNT-FRI(S)																											
	1 FRI.	8.30P	150	CBS	FF	207	99		A 17.1	28	1452	1762	699 297	747 231	414 401	340 282		664 199	358 302	347 276		124^ 62^	227 133^				
		8.30 - 9.00							A 14.0	22	1189	1712	622 296	688 220	371 370	341 260		593 163^	269 268	308 297		110^ 66^	321 202^				
		9.00 - 9.30							A 16.6	26	1409	1765	694 330	739 208	406 399	369 278		663 185	360 320	376 271		116^ 50^	247 164^				
		9.30 - 10.00							A 17.8	28	1511	1817	736 339	771 244	446 431	365 269		679 203	367 324	351 272		120^ 51^	247 161^				
		10.00 - 10.30							A 18.9	31	1605	1789	717 286	766 247	422 408	320 294		682 206	379 295	345 278		136^ 72^	205 98^				
		10.30 - 11.00							A 18.3	32	1554	1718	710 241	760 229	421 395	318 303		687 227	392 301	348 266		134^ 69^	137^ 63^				
SPECIAL MOVIE PRSNT-SAT(S)																											
	1 SAT.	9.00P	135	CBS	FF	196	97		A 18.6	29	1579	1919	719 299	838 289	550 463	403 241		742 345	518 431	311 171		180 91^	159 122^				
		9.00 - 9.30							A 15.9	24	1350	1978	694 285	821 298	530 413	358 264		757 363	520 435	303 188		165^ 78^	235 148^				
		9.30 - 10.00							A 17.2	26	1460	1950	712 313	841 301	558 441	396 246		752 362	528 445	293 175		168^ 82^	189 154^				
		10.00 - 10.30							A 19.3	30	1639	1916	736 303	860 289	571 498	431 230		732 341	519 420	309 159		198 104^	126^ 113^				
		10.30 - 11.00							A 20.7	33	1757	1962	729 299	846 287	552 481	412 239		734 337	514 420	312 165		224 110^	158 125^				
11.00 - 11.30																											
SPORTSBREAK-SAT																											
	SAT.	8.58P	1	CBS	SN	18	191 91	200 96	A 14.0	21	1189	2041	697 306	801 315	525 435	339 235		777 312	526 482	373 206		149 47^	314 216				
									B 12.1	20	1027	1984	672 265	748 244	456 431	363 246		722 268	472 436	363 210		155 64	359 246				
SPORTSBREAK-SUN																											
	1 SUN.	9.58P	1	CBS	SN	18	194 95	201 96	A 17.8	25	1511	1614	812 326	894 226	415 413	401 403		521 174	277 249	236 203		88 47^	111 83^				
	2 SUN.	8.51P	1						B 18.7	27	1588	1659	789 312	871 209	410 408	421 400		574 146	299 300	297 231		95 52	119 82				
STREET HAWK																											
	FRI.	9.00P	60	ABC	A	4	206 99	204 99	A 15.2	23	1290	1900	713 278	807 279	505 494	373 239		632 256	442 384	293 155		157 50^	304 176				
									B 16.1	24	1367	1955	693 289	799 328	526 491	350 213		589 256	413 370	259 135		206 83	361 242				
		9.00 - 9.30							A 15.5	24	1316	1856	712 278	809 290	501 483	352 250		600 231	411 366	284 154		145 43^	302 159				
		9.30 - 10.00							A 15.0	23	1274	1922	709 276	798 267	508 502	391 221		659 280	472 400	300 154		162 54^	303 190				
SUPER BOWL XIX-PRE GAME(S)																											
	1 SUN.	4.00P	98	ABC	SC	221	99		A 21.2	37	1800	1873	602 282	636 245	387 367	287 189		983 460	627 586	396 251		101^ 29^	153 63^				
		4.00 - 4.30							A 17.7	33	1503	1778	543 245	575 201	329 331	272 185		946 407	633 558	414 260		128^ 25^	129^ 33^				
		4.30 - 5.00							A 21.3	38	1808	1915	639 311	672 273	400 375	282 209		1015 501	712 611	378 257		89^ 20^	139 47^				
		5.00 - 5.30							A 23.2	40	1970	1913	620 287	654 260	417 376	297 180		997 474	712 592	398 241		85^ 33^	177 86^				
		5.30 - 6.00							A 25.9	42	2199	1893	622 292	669 250	430 396	311 193		947 430	668 566	392 245		98^ 38^	179 107^				
SUPER BOWL XIX-KICK OFF(S)																											
	1 SUN.	5.38P	22	ABC	SC	221	99		A 30.6	49	2598	1928	620 298	677 237	412 371	316 214		985 416	657 561	434 285		112 45^	154 104				
SUPER BOWL XIX-GAME(S)																											
	1 SUN.	6.00P	218	ABC	SE	221	99		A 46.4	63	3939	2171	682 312	775 288	488 419	356 228		1083 447	725 618	491 300		168 79	145 102				
		6.00 - 6.30							A 44.6	64	3787	2087	690 321	766 274	474 422	359 231		1060 426	691 595	490 311		159 67	102 77				
		6.30 - 7.00							A 48.7	67	4135	2133	677 313	759 268	471 405	363 235		1062 420	710 613	497 296		176 67	136 106				
		7.00 - 7.30							A 48.2	65	4092	2207	691 320	784 298	497 428	353 230		1091 446	733 633	495 301		174 82	158 116				
		7.30 - 8.00							A 47.4	63	4024	2194	680 320	781 294	492 417	356 228		1094 462	741 634	483 294		170 77	149 111				
CONT'D																											

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)													
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11												
EVENING CONT'D																																								
SUPER BOWL XIX-GAM-CONT'D																																								
8.00 - 8.30																		A	44.9	60	3812	2184	679	301	780	291	487	409	358	236	1099	461	732	616	485	306	164	90	141	89
8.30 - 9.00																		A	47.1	62	3999	2202	684	310	781	301	502	418	351	222	1108	467	751	627	497	298	162	91	151	94
9.00 - 9.30																		A	45.6	60	3871	2184	675	302	773	288	491	424	356	229	1072	436	716	607	498	299	167	77	172	120
9.30 - 10.00																		A	40.1	55	3404	2175	678	314	790	300	526	459	374	211	1090	464	744	633	491	287	167	70^	128	91
SUPER BOWL XIX-POST GAME(S)																		A	30.6	43	2598	2153	700	338	818	327	544	469	377	218	1065	447	729	627	496	277	141	59^	129	83^
1 SUN. 9.38P 29 ABC SC																		99																						
T.J. HOOKER																		A	15.5	24	1316	1631	692	203	801	243	402	354	366	347	604	152^	258	279	268	287	70^	49^	156^	65^
2 SAT. 8.00P 60 ABC OP																		B	12.8	22	1087	1723	760	276	839	217	381	349	364	407	582	127	260	274	285	275	123	66	179	117
8.00 - 8.30																		A	14.2	22	1206	1586	657	202^	764	244	353	308	320	360	588	147^	225	250	248	303	74^	50^	160^	66^
8.30 - 9.00																		A	16.7	26	1418	1669	723	203	833	242	441	392	402	341	612	153^	285	303	284	273	69^	49^	155^	65^
TV BLOOPERS & PRAC. JOKES																		A	17.9	26	1520	2038	777	341	896	326	578	498	417	254	654	267	418	390	293	187	195	115	293	216
MON. 8.00P 60 NBC CV																		B	17.2	26	1460	1910	744	303	823	313	504	422	359	267	564	214	354	313	258	182	241	117	282	200
8.00 - 8.30																		A	17.4	25	1477	2048	781	340	897	318	571	506	426	256	645	258	408	379	289	192	191	111	315	231
8.30 - 9.00																		A	18.5	26	1571	2009	768	339	888	327	579	486	410	251	659	274	424	393	297	183	193	117	269	198
THREE'S A CROWD																		A	16.4	24	1392	1755	737	321	841	339	494	386	356	295	525	216	330	287	202	161	128	72^	261	186
TUE. 8.00P 30 ABC CS																		B	14.7	22	1248	1732	743	291	828	293	459	375	343	320	523	198	298	265	209	188	168	94	213	142
TRAPPER JOHN, M.D.																		A	17.3	28	1469	1722	773	308	897	250	463	446	413	353	615	219	343	253	302	232	119^	85^	91^	60^
1 SUN. 10.00P 60 CBS GD																		B	15.7	26	1333	1506	747	286	857	232	426	397	400	381	535	179	300	282	255	196	71	40	43	28
10.00 - 10.30																		A	17.1	27	1452	1747	782	311	899	260	463	447	405	351	600	217	334	255	297	222	151^	104^	97^	64^
10.30 - 11.00																		A	17.5	29	1486	1688	758	302	888	235	461	443	422	354	624	217	347	252	304	241	92^	66^	84^	55^
20/20																		A	13.3	22	1129	1534	770	268	847	196	434	448	438	324	609	150	328	360	354	200	68^	48^	10^	LT
THU. 10.00P 60 ABC DN																		B	14.4	24	1223	1542	729	292	802	196	411	424	413	321	615	162	334	358	320	219	84	44	41	27
10.00 - 10.30																		A	13.8	22	1172	1544	785	275	861	208	455	471	448	315	593	144	323	375	352	187	78^	55^	12^	LT
10.30 - 11.00																		A	12.8	21	1087	1511	749	254	824	180	405	422	425	331	624	157	332	341	354	215	56^	41^	7^	LT
TV'S FUNIEST GAME-MOMENTS(S)																		A	15.9	23	1350	1663	756	325	860	343	489	369	344	338	620	246	382	344	266	195	142^	97^	41^	24^
1 TUE. 9.00P 60 ABC U																		99																						
9.00 - 9.30																		A	16.1	23	1367	1701	749	329	857	337	490	380	352	338	639	279	398	342	248	194	144^	96^	61^	27^
9.30 - 10.00																		A	15.7	23	1333	1616	761	319	857	348	487	355	333	335	597	208	365	348	286	193	141^	97^	21^	21^
V																		A	12.2	19	1036	2215	709	300	779	299	556	476	376	179	773	343	591	513	352	140	256	105^	407	318
FRI. 8.00P 60 NBC SF																		B	13.3	21	1129	2150	699	271	770	297	542	467	391	183	686	299	503	465	322	140	252	106	442	320
8.00 - 8.30																		A	12.2	19	1036	2165	696	276	762	294	543	463	368	178	755	324	565	506	353	141	250	98^	398	313
8.30 - 9.00																		A	12.2	19	1036	2253	717	320	790	302	563	489	383	175	784	358	612	523	351	135	263	109^	416	322
WEBSTER																		A	21.0	32	1783	1749	812	310	909	322	504	478	364	349	455	147	250	224	217	178	118	81	267	153
FRI. 8.30P 30 ABC CS																		B	17.4	28	1477	1800	768	325	860	288	477	448	379	326	471	149	261	257	227	173	156	89	313	203
WHO'S THE BOSS?																		A	16.9	24	1435	1831	767	377	864	360	565	439	374	253	578	256	379	327	235	141	162	96	227	148
TUE. 8.30P 30 ABC CS																		B	15.4	23	1307	1769	764	317	854	326	508	416	357	291	525	200	313	285	228	166	192	119	198	130
LATE FRINGE																		A	5.7	15	484	1302	670	233	719	190	355	316	359	291	509	135	270	255	290	194	47^	37^	27^	10^
ABC NEWS:NIGHTLINE																		B	5.8	16	492	1346	623	209	689	171	351	327	368	271	576	170	318	309	284	217	41	21	40	21
M-F 11.30P 30 ABC N																		96																						
ABC NEWS:NIGHTLINE-THU(B)																		A	4.4	15	374	955	498^	LT	498^	72^	118^	201^	291^	297^	457^	85^	229^	229^	278^	228^	LT	LT	LT	LT
2 THU. 12.00M 12 ABC N																		97																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
LATE FRINGE CONT'D																																	
ABC ROCKS FRI. 12.00M 32 ABC PC 14 138 131 74 72															A	2.4	7	204	1436	534^181^	583^128^	362^368^	402^122^	244^ 59^	122^113^	136^ 92^	275^ 88^	334^ 231^					
ABC WEEKEND REPORT-SAT. 1 SAT. 11.32P 15 ABC N 156 167 87 87															A	4.4	11	374	1241	652 86^	687 91^	316^356	454 283^	458 57^	224^203^	336^225^	LT LT	96^ 13^					
2 SAT. 11.30P 15															B	4.2	11	357	1253	689 188	723 179	382 374	403 267	467 100	218 223	269 213	27 16	36 25					
ABC WEEKEND REPORT-SUN. 1 SUN. 12.24A 15 ABC N 166 167 89 91															A	4.0	12	340	1200	659 276^	674 252^	380 344^	348^201^	462 244^	303^177^	209^129^	64^ LT	LT LT					
2 SUN. 11.30P 15															B	3.8	12	323	1285	627 217	658 239	389 344	327 212	507 194	336 281	254 147	43 LT	77 32					
CBS NEWS NIGHTWATCH-1 M-THSU 2.00A 30 CBS N 77 55 56 56 58															A	1.0	11	85	1271	576^259^	623^200^	424^434^	388^141^	648^401^	530^293^	223^ 95^	LT LT	LT LT					
CBS NEWS NIGHTWATCH-2 1 M-TH 3.00A 180 CBS N 84 98 98 87 86															A	1.1	23	93	559^	237^ 75^	258^ 54^	161^183^	194^ 53^	301^ 54^	129^129^	193^161^	LT LT	LT LT					
1 SUN. 2.30A 210															B	1.1	21	93	667	270 136	307 96	220 198	176 65	352 153	229 229	158 107	LT LT	LT LT					
2 M-THSU 2.30A 210																																	
2.30 - 3.00															A	1.2	17	102	706	402^197^	412^108^	216^265^	284^147^	294^ LT	78^137^	215^157^	LT LT	LT LT					
3.00 - 3.30															A	1.2	21	102	618	314^ 49^	343^ 78^	177^225^	256^ 88^	275^ 59^	99^ 89^	177^127^	LT LT	LT LT					
3.30 - 4.00															A	1.1	22	93	527^	291^ 54^	334^ 75^	204^226^	248^ 65^	193^ LT	64^ 64^	150^129^	LT LT	LT LT					
4.00 - 4.30															A	1.1	26	93	527^	259^ 54^	312^ 86^	204^194^	215^ 64^	215^ LT	119^119^	161^ 96^	LT LT	LT LT					
4.30 - 5.00															A	1.0	25	85	365^	165^ LT	165^ LT	130^165^	165^ LT	200^ LT	LT LT	141^200^	LT LT	LT LT					
5.00 - 5.30															A	1.0	24	85	612^	94^ LT	94^ LT	94^ 94^	94^ LT	518^200^	306^306^	259^212^	LT LT	LT LT					
5.30 - 6.00															A	1.1	24	93	720	226^140^	226^ LT	140^161^	205^ 65^	494^129^	236^236^	290^258^	LT LT	LT LT					
CBS NIGHTWATCH-2-MON.(B) 1 MON. 2.30A 30 CBS N 76 71															A	1.3	19	110	209^	100^ LT	100^ LT	LT LT	100^100^	109^ LT	LT LT	109^109^	LT LT	LT LT					
CBS NIGHTWATCH-2-TUE.(B) 1 TUE. 2.30A 30 CBS N 75 71															A	1.9	25	161	422^	125^ LT	125^ LT	LT LT	125^125^	297^297^	297^267^	LT LT	LT LT	LT LT					
CBS NIGHTWATCH-2-WED.(B) 1 WED. 2.30A 30 CBS N 75 70															A	.7	9	59	949^	576^254^	644^ LT	610^542^	576^ LT	305^ 84^	84^ LT	221^221^	LT LT	LT LT					
CBS NIGHTWATCH-2-THU.(B) 1 THU. 2.30A 30 CBS N 71 66															A	1.2	15	102	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT					
CBS SUNDAY NEWS-OSGOOD SUN. 11.00P 15 CBS N 17 136 136 72 72															A	6.0	12	509	1515	653 400	905 334	466 482	318 353	589 198^	305 344	282 222^	LT LT	15^ 15^					
DAVID LETTERMAN I 1 M-TH 12.30A 30 NBC GV 63 186 189 98 98															A	3.7	18	314	1226	535 159^	550 219	289 248	245 191^	633 394	518 334	194^ 93^	43^ LT	LT LT					
2 MON. 12.56A 30															B	3.7	18	314	1279	521 192	572 230	327 284	248 168	636 360	475 335	217 130	42 LT	29 LT					
2 TU-TH 12.30A 30																																	
DAVID LETTERMAN II 1 M-TH 1.00A 30 NBC GV 63 186 189 98 98															A	2.6	17	221	1181	488 167^	502 231^	285 239^	190^150^	656 407	507 340	199^108^	23^ LT	LT LT					
2 MON. 1.26A 30															B	2.8	18	238	1241	482 197	525 225	314 266	228 140	643 388	501 339	213 117	34 LT	39 LT					
2 TU-TH 1.00A 30																																	
EYE ON HOLLYWOOD 1 M & W 12.00M 30 ABC GV 44 107 106 66 66															A	1.6	6	136	779	375^162^	375^110^	169^155^	155^154^	404^132^	228^146^	250^155^	LT LT	LT LT					
1 TU&TH 12.00M 31															B	1.7	6	144	1095	477 192	563 205	335 259	273 169	510 174	312 288	260 157	LT LT	LT LT					
2 MON. 12.00M 30																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										</

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+											
WEEKDAY DAYTIME CONT'D																																				
CAPITOL-CONT'D																																				
2 THU. 2.30P 6 & 2.30P 18																																				
CBS EARLY MORNING NEWS 85 140 139														A	1.6	16	136	1191	493	191	500	52	228	316	352	184	573	147	301	345	324	199	59	LT	59	LT
M-F 6.30A 30 CBS N 89 89														B	1.6	17	136	1136	464	201	477	83	243	279	311	173	599	175	292	322	274	248	LT	LT	LT	LT
CBS MORNING NEWS 1 85 201 201														A	3.6	16	306	1163	608	206	634	101	302	330	331	271	458	76	193	196	182	248	35	LT	36	36
M-F 7.30A 30 CBS N 99 99														B	3.3	16	280	1139	593	164	616	120	316	322	312	259	454	70	181	176	205	258	21	LT	48	26
CBS MORNING NEWS 2 85 201 197														A	4.2	16	357	1176	661	129	720	135	253	252	277	389	385	45	132	130	180	247	13	LT	58	25
M-F 8.30A 30 CBS N 99 96														B	3.6	16	306	1079	606	115	647	114	265	266	306	330	363	64	138	132	155	207	LT	LT	53	20
CBS SCHOOLBREAK SPECIALS(S) 185														A	7.7	18	654	1749	572	100	712	175	285	216	324	357	473	167	256	249	145	187	292	196	272	157
2 TUE. 4.30P 60 CBS CL 92																																				
4.30 - 5.00														A	7.2	18	611	1638	527	101	627	150	244	215	280	313	452	156	225	229	119	193	284	168	275	194
5.00 - 5.30														A	8.2	19	696	1836	609	95	778	191	315	218	361	393	487	174	281	265	166	180	302	223	269	123
DAYS OF OUR LIVES 77 204 204														A	7.6	22	645	1436	875	183	960	352	548	433	380	376	294	84	116	98	104	161	95	84	87	12
1 M-F 1.00P 60 NBC DD 99 99														B	7.0	23	594	1368	821	191	922	327	500	422	402	375	294	107	139	108	113	137	69	57	83	30
2 TU-F 1.00P 60																																				
1.00 - 1.30														A	7.2	21	611	1422	877	188	960	342	541	434	377	383	292	76	103	89	104	174	89	79	81	12
1.30 - 2.00														A	7.9	23	671	1441	881	179	964	361	557	433	381	374	291	90	126	104	100	148	94	86	92	12
FAMILY FEUD 73 183 184														A	4.0	14	340	1129	725	82	746	308	458	367	256	258	278	126	163	99	90	97	34	21	71	30
1 M-F 11.30A 30 ABC QP 89 90														B	3.2	12	272	1360	830	200	910	412	567	413	310	301	288	131	175	144	97	92	52	37	110	43
2 TU-F 11.30A 30																																				
GENERAL HOSPITAL 74 207 207														A	9.7	28	824	1394	818	230	921	411	635	479	355	265	259	118	156	88	66	95	131	122	83	33
1 M-F 3.00P 60 ABC DD 99 99														B	9.1	28	773	1339	796	232	896	430	623	474	346	229	229	101	135	99	72	87	118	102	96	48
2 TU-F 3.00P 60																																				
3.00 - 3.30														A	9.5	28	807	1401	837	223	943	433	650	482	347	269	260	121	159	84	63	94	112	107	86	30
3.30 - 4.00														A	9.9	28	841	1369	793	231	890	384	616	476	360	256	255	114	151	88	67	97	145	135	79	36
GOOD MORNING, AMERICA-730 80 205 204														A	4.6	21	391	1253	711	243	721	219	430	421	341	236	409	94	180	192	200	202	46	13	77	36
M-F 7.30A 30 ABC N 99 99														B	4.7	23	399	1283	718	194	735	249	410	394	327	268	387	70	164	173	212	197	47	15	114	61
GOOD MORNING, AMERICA-830 80 203 203														A	5.8	23	492	1163	739	209	742	185	392	425	369	301	356	118	174	157	130	177	20	12	45	12
M-F 8.30A 30 ABC N 99 99														B	5.4	23	458	1245	783	153	808	236	414	396	381	337	358	84	157	146	167	184	12	LT	67	19
GUIDING LIGHT 81 206 205														A	7.8	22	662	1396	768	155	880	215	418	372	405	421	215	20	74	72	117	138	174	105	127	69
1 M-F 3.00P 60 CBS DD 99 99														B	7.5	24	637	1267	761	142	861	209	397	354	392	418	203	43	85	77	100	108	120	66	83	36
2 MON. 3.37P 53																																				
2 TU-F 3.00P 60																																				
3.00 - 3.30														A	7.7	23	654	1381	754	150	867	220	417	371	393	410	217	22	85	80	120	132	175	104	122	60
3.30 - 4.00														A	7.9	22	671	1399	762	152	868	209	407	366	399	418	212	18	67	67	113	140	185	110	134	81
4.00 - 4.30														A	7.7	19	654	1457	855	158	1042	219	494	411	540	492	259	26	69	87	150	172	57	57	99	58
INAUGURATION '85(S) 204														A	7.4	19	628	1188	652	46	695	126	339	321	393	309	349	105	175	165	126	167	101	97	43	15
2 MON. 11.00A 180 ABC N 99																																				
11.00 - 11.30														A	6.6	18	560	1238	678	68	719	75	261	344	462	375	296	92	165	165	117	131	111	111	112	47
11.30 - 12.00														A	7.6	20	645	1214	666	59	759	98	313	328	437	378	275	61	118	118	119	157	93	93	87	42
12.00 - 12.30														A	8.2	20	696	1115	601	36	684	113	291	250	344	368	320	70	127	125	126	175	79	79	32	LT
12.30 - 1.00														A	7.3	19	620	1163	570	18	607	75	291	272	353	299	397	121	182	157	134	197	127	127	32	LT
1.00 - 1.30														A	7.1	18	603	1104	607	48	607	101	350	345	383	214	388	119	201	201	119	187	109	98	LT	LT
1.30 - 2.00														A	7.8	20	662	1255	767	37	767	282	516	382	382	208	400	165	252	214	125	148	88	77	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
												TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11						
WEEKDAY DAYTIME CONT'D																																		
LOVING																																		
1	M-F	12.30P	30	ABC DD	74	187 187	A	4.8 15	408	1208	784 211	841 395	593 475	370 228	250 95	126 92	62 103	49 39	68 41	57 41	126 43	49 39	68 41	57 41	126 43	49 39	68 41	57 41						
2	TU-F	12.30P	30	ABC DD	94	94	B	4.2 15	357	1347	792 241	905 450	634 451	339 229	259 105	131 81	65 124	57 41	126 43	49 39	68 41	57 41	126 43	49 39	68 41	57 41	126 43	49 39						
NBC NEWS AT SUNRISE																																		
M-F	6.30A	30	NBC N	80	177 175	A	1.9 15	161	1143	590 229	597 131	199 336	304 261	522 180	323 372	230 150	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT						
M-F	6.30A	30	NBC N	95	95	B	1.9 16	161	1248	689 261	704 105	377 433	458 251	504 159	333 303	241 155	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT						
NBC NEWS DIGEST-DAYTIME																																		
1	MW	2.57P	1	NBC N	47	198 196	A	4.6 15	391	1350	896 90	911 294	451 393	392 425	246 81	97 81	85 131	68 48	125 41	58 47	128 43	68 48	125 41	58 47	128 43	68 48	125 41	58 47						
2	W & F	2.57P	1	NBC N	98	98	B	4.5 15	382	1370	878 146	960 323	506 432	413 417	224 76	91 72	90 115	58 47	128 43	68 48	125 41	58 47	128 43	68 48	125 41	58 47	128 43	68 48						
NBC PRES-INAUGUR-COVERAGE(S)																																		
2	MON.	10.00A	360	NBC N	201	99	A	7.1 19	603	1390	739 195	819 174	271 267	321 474	479 102	187 206	181 258	27 10	65 40	27 10	65 40	27 10	65 40	27 10	65 40	27 10	65 40	27 10						
10.00 - 10.30																																		
10.30 - 11.00																																		
11.00 - 11.30																																		
11.30 - 12.00																																		
12.00 - 12.30																																		
12.30 - 1.00																																		
1.00 - 1.30																																		
1.30 - 2.00																																		
2.00 - 2.30																																		
2.30 - 3.00																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
NEWSBREAK-11.57																																		
1	M-F	11.57A	2	CBS N	83	186 187	A	8.1 28	688	1328	656 147	761 182	336 309	352 385	383 91	189 155	172 189	40 28	144 54	38 91	144 54	40 28	144 54	38 91	144 54	40 28	144 54	38 91						
2	TU-F	11.57A	2	CBS N	91	92	B	7.3 29	620	1206	636 139	735 191	319 284	309 375	338 80	144 120	123 185	30 13	103 36	33 80	103 36	30 13	103 36	33 80	103 36	30 13	103 36	33 80						
NEWSBREAK-3.57																																		
1	M-F	3.57P	2	CBS N	81	189 190	A	6.4 18	543	1385	800 148	908 223	416 370	391 442	212 18	69 73	122 137	138 79	127 85	20 37	81 80	106 110	99 51	127 85	127 85	87 45	127 85	87 45						
2	MON.	4.27P	2	CBS N	91	91	B	6.2 19	526	1237	749 145	848 212	376 332	367 421	203 37	81 80	106 110	99 51	127 85	20 37	81 80	106 110	99 51	127 85	127 85	87 45	127 85	87 45						
2	TU-F	3.57P	2	CBS N	91	91	B	6.2 19	526	1237	749 145	848 212	376 332	367 421	203 37	81 80	106 110	99 51	127 85	20 37	81 80	106 110	99 51	127 85	127 85	87 45	127 85	87 45						
ONE LIFE TO LIVE																																		
M-F	2.00P	60	ABC DD	75	207 206	A	8.1 25	688	1336	789 247	931 484	668 486	326 228	259 116	148 81	43 107	61 51	85 26	231 106	137 99	59 87	60 48	93 27	61 51	85 26	231 106	137 99	59 87						
2.00 - 2.30																																		
2.30 - 3.00																																		
PRES. INAUGURATION-CBS(S)																																		
2	MON.	11.00A	120	CBS N	205	99	A	8.1 21	688	1397	760 150	826 176	293 278	358 495	404 95	199 159	230 187	22 20	145 114	40 95	199 159	230 187	22 20	145 114	40 95	199 159	230 187	22 20						
11.00 - 11.30																																		
11.30 - 12.00																																		
12.00 - 12.30																																		
12.30 - 1.00																																		
PRES. INAUGURATION-CBS 2(S)																																		
2	MON.	2.55P	42	CBS N	205	99	A	6.9 17	586	1377	893 186	980 198	399 385	512 536	227 10	12 24	116 199	38 38	132 90	22 10	12 24	116 199	38 38	132 90	22 10	12 24	116 199	38 38						
3.00 - 3.30																																		
3.30 - 4.00																																		
PRESS YOUR LUCK																																		
M-F	10.30A	30	CBS QP	81	170 169	A	5.8 21	492	1435	731 128	816 201	351 300	367 436	307 72	128 145	162 146	70 31	242 110	310 69	133 130	143 153	42 21	134 56	70 31	242 110	310 69	133 130	143 153						
M-F	10.30A	30	CBS QP	83	82	B	4.8 20	408	1289	700 141	803 210	344 304	348 415	310 69	133 130	143 153	42 21	134 56	310 69	133 130	143 153	42 21	134 56	310 69	133 130	143 153	42 21	134 56						

40 PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																	
PRICE IS RIGHT 1																																	
1	M-F	11.00A	30	CBS	AP	82	206 207	A	8.1 29	688	1411	683 141	769 201	345 300	350 388	393 120	200 175	152 175	46^ 24^	203 81^													
2	TU-F	11.00A	30			99	98	B	7.0 29	594	1221	647 138	747 193	312 276	309 395	331 80	140 127	121 174	29 11	114 37													
PRICE IS RIGHT 2																																	
1	M-F	11.30A	30	CBS	AP	81	206 207	A	9.9 35	841	1383	672 128	760 188	337 306	346 384	406 111	195 167	166 194	45^ 27^	172 58^													
2	TU-F	11.30A	30			99	98	B	8.7 35	739	1221	642 134	741 184	310 281	310 391	341 81	140 122	120 187	30 13	109 35													
RYAN'S HOPE																																	
1	M-F	12.00N	30	ABC	DD	74	172 172	A	3.8 13	323	1223	786 229	864 427	597 459	319 251	208 71^	121^102^	75^ 78^	77^ 59^	74^ 19^													
2	TU-F	12.00N	30			93	93	B	3.3 12	280	1391	810 214	955 487	673 470	338 251	232 89	123 92	79 105	58 41	146 43													
SALE OF THE CENTURY																																	
1	M-F	10.30A	30	NBC	QG	77	156 155	A	4.9 18	416	1351	815 94^	851 200	376 317	348 423	282 73^	123^103^	112^149	64^ 33^	154 75^													
2	TU-F	10.30A	30			88	87	B	4.5 19	382	1270	705 112	778 223	354 281	289 387	306 99	146 131	102 143	58 31	128 53													
SANTA BARBARA																																	
1	M-F	3.00P	60	NBC	DD	77	187 187	A	3.5 10	297	1566	835 110^	987 431	577 436	391 363	220 68^	91^ 87^	95^112^	150^ 77^	209 48^													
2	TU-F	3.00P	60			94	94	B	3.2 10	272	1440	758 153	889 377	517 410	363 316	239 86	115 97	101 104	105 71	207 110													
		3.00 - 3.30						A	3.6 11	306	1582	837 101^	977 428	575 437	391 357	220 59^	95^ 87^	104^109^	140^ 69^	245 33^													
		3.30 - 4.00						A	3.5 10	297	1471	798 107^	946 415	549 408	366 353	214 72^	86^ 84^	87^112^	150^ 80^	161^ 57^													
SCRABBLE																																	
1	M-F	11.30A	30	NBC	QG	77	199 198	A	6.0 21	509	1303	738 165	831 167	317 260	339 479	313 88^	107^104^	116^191	57^ 37^	102^ 36^													
						95	95	B	5.7 23	484	1279	759 139	828 207	348 296	345 434	287 84	110 89	109 157	49 29	115 38													
2 TU-F 11.30A 30																																	
SEARCH FOR TOMORROW																																	
1	M-F	12.30P	30	NBC	DD	78	152 152	A	3.4 11	289	1339	799 125^	920 245	308 238	350 571	284 21^	24^ 51^	149^218	62^ 38^	73^ 21^													
2	TU-F	12.30P	30			75	75	B	3.2 11	272	1292	756 124	831 190	283 274	388 492	303 72	80 81	127 195	65 44	93 28													
SUPER PASSWORD																																	
1	M-F	12.00N	30	NBC	QG	77	140 139	A	4.2 14	357	1165	739 140^	815 112^	310 297	372 459	249 46^	76^ 75^	134^156^	44^ 42^	57^ LT													
2	TU-F	12.00N	30			69	69	B	3.2 12	272	1229	737 153	809 143	293 289	353 468	277 71	106 78	112 163	48 37	95 36													
TIME MACHINE																																	
1	M-F	10.00A	30	NBC	QG	14	143 143	A	3.2 12	272	1592	832 139^	854 270	486 413	370 323	312 66^	144^148^	162^146^	87^ 43^	339 140^													
2	TU-F	10.00A	30			85	85	B	3.2 12	272	1505	785 135	830 268	489 415	361 301	336 96	160 149	155 155	90 43	249 96													
TODAY SHOW-7.30AM																																	
M-F	7.30A	30	NBC	N		80	202 202	A	4.9 22	416	1351	716 286	726 127^	286 370	347 356	447 111^	231 209	173 199	69^ 36^	109^ 66^													
						99	99	B	4.4 21	374	1348	699 269	722 148	329 380	359 325	464 92	213 202	223 232	47 21	115 80													
TODAY SHOW-8.30AM																																	
M-F	8.30A	30	NBC	N		80	202 202	A	5.2 20	441	1365	816 134^	830 252	376 352	310 385	433 78^	191 168	199 220	29^ LT	73^ 30^													
						99	99	B	4.7 20	399	1288	720 156	744 167	292 314	320 384	438 85	173 169	191 235	25 LT	81 30													
TRIVIA TRAP																																	
1	M-F	11.00A	30	ABC	QP	74	181 179	A	3.5 13	297	1182	726 178^	741 266	475 424	357 237	290 142^	176^115^	108^104^	63^ 54^	88^ 57^													
2	TU-F	11.00A	30			87	87	B	3.1 12	263	1365	829 222	889 376	572 453	352 283	310 149	198 150	103 97	59 29	107 46													
\$25,000 PYRAMID																																	
M-F	10.00A	30	CBS	QP		82	176 178	A	6.3 23	535	1353	684 97^	834 222	354 267	339 441	330 97^	161 149	157 150	31^ 15^	158 75^													
						88	88	B	5.1 21	433	1230	697 117	807 186	323 293	353 438	324 84	148 127	132 158	11 LT	88 33													
WHEEL OF FORTUNE																																	
1	M-F	11.00A	30	NBC	QG	77	206 205	A	8.0 29	679	1267	764 137	824 174	301 275	310 469	323 74^	91 101	133 208	46^ 23^	74^ 21^													
2	TU-F	11.00A	30			99	99	B	7.2 29	611	1238	756 127	818 188	314 289	334 447	290 78	111 86	114 164	43 24	87 34													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL TEENS (12-17) FEM.	TOTAL CHILDREN (2-11) 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
															TOTAL	18-34			WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
														K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
														TOTAL	18-34	WOMEN			MEN										TOTAL FEM.	TOTAL 6-11
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+					
WEEKEND DAYTIME CONT'D																														
IN THE NEWS-		1.56PM				5	126	A	4.1 12	348		1971	767 126v	767 540^	591^380^	169v103v	314^ 69v	69v 69v	103v245^	201^115v	689^ 494^									
2 SAT.		1.56P	3	CBS	CN		61	B	3.6 11	306		1721	571 131	571 345	397 302	107 158	348 138	174 141	84 167	159 87	643 485									
KIDD VIDEO						18 175	191	A	7.0 23	594		1766	456 189^	487 316	422 307	171^ 35v	177^105^	124^124^	19v 53v	216 140^	886 513									
SAT.		11.00A	30	NBC	CA	86	95	B	7.0 24	594		1679	338 104	372 226	288 172	116 73	208 129	161 116	57 39	272 162	827 496									
LITTLES						18 195	193	A	7.4 22	628		1764	373 146^	482 238	381 280	205 89^	255 134^	183^187^	121^ 68^	168^ 48v	859 465									
SAT.		11.30A	30	ABC	CA	95	94	B	6.0 20	509		1639	316 94	392 216	300 195	140 87	221 123	175 138	72 38	235 125	791 450									
LOS ANGELES OPEN-SAT(S)							180	A	5.6 13	475		1105	334^ 48v	337^ 11v	53v 44v	166^282^	663 69v	227^292^	413^371^	59v 48v	46v 46v									
2 SAT.		4.12P	108	CBS	SE		92																							
4.00 - 4.30								A	5.4 13	458		1105	319^116v	319^ 61v	125v 70v	155^188^	698 152^	266^360^	413^338^	44v 35v	44v 39v									
4.30 - 5.00								A	5.5 13	467		983	230^ 30v	230^ LT	LT LT	124^230^	719 125v	258^361^	429^358^	LT LT	34v 34v									
5.00 - 5.30								A	5.5 13	467		1193	366^ 28v	366^ LT	72v 72v	201^294^	623 LT	218^256^	436^367^	125v107v	79v 79v									
5.30 - 6.00								A	5.9 13	501		1112	403^ 42v	403^ LT	36v 36v	168^367^	619 32v	180^218^	370^401^	60v 42v	30v 30v									
LOS ANGELES OPEN-SUN(S)							198	A	5.4 11	458		1349	491^ 80v	494^ 59v	144^101v	238^350^	717 156^	276^281^	368^383^	47v LT	91v 59v									
2 SUN.		3.36P	149	CBS	SE		98																							
3.30 - 4.00								A	5.1 12	433		1303	485^183^	485^ 76v	169^169^	215^316^	696 114v	245^293^	341^373^	LT LT	122v 58v									
4.00 - 4.30								A	4.6 10	391		1312	470^ 54v	470^ 66v	120v 54v	210^350^	698 149v	246^256^	342^409^	34v LT	110v 47v									
4.30 - 5.00								A	5.1 11	433		1383	450^ 72v	450^ 43v	115v 72v	215^335^	759 184^	302^331^	382^386^	58v LT	116v 56v									
5.00 - 5.30								A	5.3 11	450		1351	488^ 40v	488^ 64v	150^ 86v	245^338^	727 175^	294^290^	387^371^	68v LT	68v 68v									
5.30 - 6.00								A	6.5 12	552		1303	489 45v	489 40v	140^100v	255^349^	699 147^	273^250^	380^377^	52v LT	63v 63v									
MEET THE PRESS						16 164	156	A	3.8 10	323		1217	609 90v	613 50v	118^217^	275^390^	384^ 62v	106^100v	158^278^	34v 25v	186^ 111^									
1 SUN.		12.08P	52	NBC	CC	94	92	B	3.2 10	272		1288	517 137	540 99	167 166	227 329	570 130	245 256	284 276	27 LT	151 95									
2 SUN.		12.00N	30					A	3.8 10	323		1443	702 139^	700 79v	173^278^	305^413	440 97v	165^155^	179^275^	39v 25v	264^ 145^									
12.00 - 12.30								A	3.8 9	323		814	455^ LT	455^ LT	24v111v	220^344^	285^ LT	LT LT	117^285^	25v 25v	49v 49v									
12.30 - 1.00																														
MIGHTY ORBOTS						18 202	201	A	5.5 21	467		1593	207^ 69v	207^ LT	130^141^	149^ 66v	170^ 51v	135^ 84^	119^ 35v	138^ 28v	1078 739									
SAT.		9.00A	30	ABC	CA	99	99	B	4.9 20	416		1769	200 65	241 94	158 115	94 80	214 111	159 103	66 55	225 57	1089 712									
MILLROSE GAMES(S)							134	A	2.0 5	170		1741	847^259v	876^258v	411^346v	230v388^	542^ 30v	312v312v	304v230v	LT LT	323v 323v									
2 SAT.		3.03P	60	NBC	SE		81	A	1.8 5	153		1621^	803^203v	803^249v	398v321v	202v352v	582^ 73v	373v373v	353v209v	LT LT	236v 236v									
3.00 - 3.30								A	2.2 5	187		1786	871^283v	913^261v	417^365^	247v405^	498^ LT	273v273v	273v225v	LT LT	375^ 375^									
3.30 - 4.00																														
MR. T						18 176	190	A	6.7 21	569		1640	324 71^	343 215^	236 205^	115^ 87^	272 156^	167^168^	36v 80^	166^ 74^	859 451									
SAT.		11.30A	30	NBC	CA	85	97	B	6.4 22	543		1680	361 98	383 198	258 183	131 111	291 161	196 148	86 71	214 95	792 413									
MUPPET BABIES						18 201	200	A	6.6 25	560		1713	376 109^	413 238	303 254	91^ 84^	132^ 76^	94^ 94^	34v 38v	156^ 76^	1012 592									
SAT.		9.00A	30	CBS	CA	97	97	B	6.0 24	509		1744	266 102	330 194	232 164	77 84	178 84	133 120	77 35	204 103	1032 589									
NBA ON CBS							2 188	A	8.2 17	696		1484	435 197^	445 146^	310^292^	207^132^	844 344^	599 467	364 217^	96^ 36v	99^ 71v									
1 SUN.		1.00P	150	CBS	SE		96	B	7.2 17	611		1488	400 202	428 159	291 274	174 132	799 307	572 504	379 204	108 20	153 110									
1.00 - 1.30								A	6.9 15	586		1500	448 248^	468 161^	318^306^	210^133^	774 363^	600 471	333^161^	107v 48v	151^ 108v									
1.30 - 2.00								A	7.8 16	662		1527	442 245^	455 188^	350^320^	184^105^	837 364^	605 447	331^211^	101^ 48v	134^ 100^									
2.00 - 2.30								A	8.0 17	679		1505	443 196^	449 145^	313^287^	216^136^	840 339^	605 468	361^212^	111^ 47v	105^ 79v									
2.30 - 3.00								A	8.8 18	747		1506	397 139^	410 107^	252^252^	197^158^	879 325^	599 469	397 242^	121^ 38v	96^ 70v									
3.00 - 3.30								A	9.4 19	798		1422	458 178^	463 147^	332 303^	226^131^	883 342	596 488	383 242^	44v LT	32v 14v									
NBC COLLEGE BASKETBALL						3 172	170	A	3.7 10	314		1398	392^ 90v	401^125^	242^222^	162^124^	730 280^	459 448	335^237^	86v 31v	181^ 118^									
1 SAT.		1.00P	129	NBC	SE	89	92	B	4.1 11	348		1322	388 90	400 98	213 200	181 151	736 280	446 421	346 234	65 28	121 71									
2 SAT.		1.00P	124																											
CONT'D																														

49

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JAN. 1985 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11				
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
WEEKEND DAYTIME CONT'D																																
SNORKS SPCL(S)						193		A	4.5	21	382	1416	392	128	392	40	265	265	265	127	77	LT	LT	LT	46	77	91	91	856	600		
1 SAT. 8.30A 30 NBC CA						97																										
SNORKS SPECIAL(S)						192		A	4.6	22	391	1591	209	41	293	253	293	105	40	LT	298	201	201	85	LT	97	LT	LT	1000	588		
2 SAT. 8.30A 30 NBC CA						97																										
SPIDERMAN AND FRIENDS						12	146	A	5.8	17	492	1758	385	81	414	192	287	278	174	109	390	248	274	219	52	90	151	44	803	411		
SAT. 12.00N 30 NBC CA						72	83	B	5.6	18	475	1563	322	100	358	190	256	214	130	94	312	165	239	190	108	57	196	90	697	365		
SPORTSBEAT						4	63	A	1.9	5	161	1012	323	106	540	242	316	316	211	224	285	106	180	180	99	105	93	LT	94	80		
SUN. 12.30P 30 ABC SC						48	56	B	1.5	4	127	866	315	110	453	205	252	252	133	201	287	126	173	189	78	98	67	LT	59	51		
SPORTSWORLD						3	154	A	5.3	11	450	1173	378	95	378	50	98	134	190	244	718	189	373	454	365	244	46	33	31	31		
2 SUN. 4.34P 86 NBC SA						86		B	6.3	14	535	1475	469	165	527	136	285	255	265	220	738	269	427	481	385	207	78	30	132	94		
4.30 - 5.00								A	4.5	10	382	1228	417	61	417	42	181	181	243	236	710	167	379	458	333	252	28	LT	73	73		
5.00 - 5.30								A	5.6	11	475	1143	338	93	338	55	55	108	162	230	744	237	426	505	373	200	61	61	LT	LT		
5.30 - 6.00								A	5.6	11	475	1194	397	122	397	48	84	130	187	267	714	165	329	411	385	284	49	32	34	34		
SPORTSWORLD-SAT.						9	131	A	4.6	10	391	1427	603	3	611	158	385	406	330	159	568	133	381	411	364	157	84	59	164	141		
2 SAT. 4.03P 115 NBC SA						82		B	5.2	13	441	1455	486	144	516	143	252	265	240	209	707	186	385	410	355	256	103	34	129	109		
4.00 - 4.30								A	3.7	9	314	1717	663	434	682	184	426	452	347	189	529	118	331	345	306	184	203	64	303	297		
4.30 - 5.00								A	4.7	11	399	1659	652	454	667	181	403	423	350	179	576	108	413	438	398	138	90	90	326	326		
5.00 - 5.30								A	4.6	10	391	1228	549	334	556	131	358	383	312	134	583	154	391	430	357	153	89	89	LT	LT		
5.30 - 6.00								A	5.5	11	467	1156	552	295	552	144	366	372	312	139	533	133	339	381	349	152	LT	LT	71	LT		
SUNDAY MORNING																																
SUN. 9.00A 90 CBS N						17	174	A	5.2	20	441	1240	635	250	654	85	259	288	359	325	485	93	211	242	293	235	48	LT	53	23		
9.00 - 9.30						96	96	B	4.7	20	399	1287	577	214	599	105	234	251	310	314	574	165	323	333	305	205	40	LT	74	38		
9.30 - 10.00								A	4.5	21	382	1149	673	265	681	91	269	272	367	365	450	41	185	217	264	233	LT	LT	18	18		
10.00 - 10.30								A	5.4	20	458	1260	655	280	688	86	266	292	384	348	430	102	179	197	223	221	85	LT	57	35		
								A	5.6	18	475	1312	588	217	603	74	243	299	337	276	579	129	272	314	391	257	56	LT	74	15		
SUPERFRIENDS: SUPERPOWERS						18	195	A	4.0	19	340	1765	345	38	345	142	239	238	128	94	182	71	146	102	111	36	155	76	1083	845		
SAT. 8.30A 30 ABC CA						97	97	B	4.1	20	348	1764	187	57	238	96	161	125	97	74	208	104	151	125	70	53	255	106	1063	680		
SUPERFRIENDS: SUPERPOWERS2						12	190	A	2.8	18	238	1769	437	50	437	184	285	303	172	134	180	83	138	122	97	42	160	101	992	665		
SAT. 8.00A 30 ABC CA						96	96	B	2.7	18	229	1923	223	74	299	135	195	174	98	100	238	138	159	123	54	71	192	75	1194	778		
THIS WEEK-DAVID BRINKLEY						14	160	A	4.9	13	416	1339	625	244	637	151	211	200	205	395	625	186	265	284	243	266	45	LT	32	LT		
SUN. 11.30A 60 ABC N						92	95	B	4.1	12	348	1283	630	193	641	93	224	222	267	380	570	169	254	228	220	266	33	LT	39	23		
11.30 - 12.00								A	4.7	12	399	1544	725	310	742	222	282	249	216	416	696	275	318	293	233	256	43	LT	63	LT		
12.00 - 12.30								A	5.2	14	441	1111	519	170	522	77	138	151	190	364	544	97	208	265	245	272	45	LT	LT	LT	LT	
TURBO TEEN						18	202	A	5.6	19	475	1783	271	71	354	51	239	195	236	108	285	57	232	185	228	43	187	49	957	657		
SAT. 9.30A 30 ABC CA						99	99	B	5.2	19	441	1820	246	83	293	104	200	158	129	88	234	103	189	139	102	43	212	68	1081	677		
USA VS WRLD-AMATEUR BOXNG						2	148	A	5.5	13	467	1377	315	190	360	87	203	179	188	157	848	344	486	402	309	326	LT	LT	161	41		
2 SUN. 2.30P 90 ABC SE						79		B	4.7	10	399	1548	425	143	454	155	229	147	177	201	882	339	563	510	337	298	45	LT	167	54		
2.30 - 3.00								A	3.5	8	297	1818	277	165	310	60	108	108	171	202	1209	414	552	406	316	613	LT	LT	299	114		
3.00 - 3.30								A	5.8	13	492	1260	331	203	404	120	247	202	197	157	787	346	476	405	300	268	LT	LT	69	LT		
3.30 - 4.00								A	7.1	16	603	1274	322	199	353	76	213	196	186	140	735	317	473	409	318	234	18	LT	168	38		
WORLD TRACK/FIELD CHAMPS(S)						141		A	4.2	8	357	1725	464	187	546	297	330	188	112	137	840	265	331	409	421	369	LT	LT	339	322		
1 SUN. 3.05P 55 NBC SE						81		A	3.7	7	314	2172	451	213	550	296	331	157	124	130	1227	361	519	587	738	573	LT	LT	395	395		
3.00 - 3.30								A	4.6	9	391	1435	476	169	547	302	332	210	102	143	583	205	205	289	204	235	LT	LT	305	276		
3.30 - 4.00																																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JAN. 14, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8				20,210 23.8							
	ABC TV					← HARDCASTLE & MCCORMICK →				← ABC MONDAY NIGHT MOVIE HEARST AND DAVIES AFFAIR (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					14,770 17.4	17.1*		17.7*	13,750 16.2	16.7*		16.2*		16.2*		15.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 16.8	25 *	18.1	25 *	24 16.9	24 *	16.2	24 *	16.5	25 *	15.7	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,870 23.4				18,680 22.0		18,340 21.6		17,740 20.9			
	CBS TV					← SCARECROW & MRS. KING (SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
	AVERAGE AUDIENCE (Households (000) & %)					15,960 18.8	18.1*		19.5*	16,810 19.8		16,390 19.3		14,520 17.1	17.3*		16.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 17.5	26 *	19.5	28 *	28 19.3	20.3	28 19.0	19.6	27 17.1	27 *	17.1	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,440 22.9				24,450 28.8							
	NBC TV					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES THE EXECUTION (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.5	16.8*		18.2*	18,170 21.4	21.7*		22.1*		20.9*		20.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 16.3	24 *	17.8	26 *	32 21.7	31 *	22.4	32 *	21.1	32 *	21.0	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,820 25.7				24,880 29.3							
	ABC TV					← HARDCASTLE & MCCORMICK (SD) →				← ABC MONDAY NIGHT MOVIE SCANDAL SHEET (SD) →							
	AVERAGE AUDIENCE (Households (000) & %)					18,250 21.5	20.7*		22.4*	17,400 20.5	20.9*		21.0*		20.2*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 20.1	30 *	22.4	32 *	32 21.0	31 *	21.0	31 *	20.9	32 *	19.8	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,920 27.0											
	CBS TV					← CBS SPECIAL MOVIE PRSNT MY WICKED, WICKED WAYS: THE LEGEND OF ERROL FLYNN (SUS-SD)(SD) →											
	AVERAGE AUDIENCE (Households (000) & %)					13,160 15.5	16.5*		16.3*		15.5*		14.8*		15.1*		14.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 16.7	24 *	16.4	23 *	15.6	23 *	14.7	22 *	15.0	24 *	14.8	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,700 23.2				21,650 25.5							
	NBC TV					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES BRONCO BILLY(R) (9:00-11:26PM) (-OP) →							
	AVERAGE AUDIENCE (Households (000) & %)					15,540 18.3	17.9*		18.7*	13,070 15.4	16.0*		16.0*		15.4*		15.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 17.4	26 *	18.8	27 *	25 16.0	23 *	16.0	24 *	15.9	24 *	15.3	25 *
TV HOUSEHOLDS USING TV WK. 1		66.8	68.2	67.7	68.5	68.7	70.0	70.6	71.0	71.6	70.5	69.4	68.4	65.8	64.2	63.1	60.5
(See Def. 1) WK. 2		68.2	68.7	68.0	69.2	69.1	69.7	70.2	70.1	68.5	68.1	67.0	66.3	64.9	63.3	61.9	59.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. JAN. 21, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,880 18.7		16,810 19.8		17,400 20.5				9,930 11.7				
	ABC TV					THREE'S A CROWD		WHO'S THE BOSS?		TV'S FUNNIEST GAME-MOMENTS (SD)				CALL TO GLORY				
	AVERAGE AUDIENCE (Households (000) & %)					14,090 16.6		15,370 18.1		13,500 15.9	16.1*		15.7*	7,470 8.8	8.9*		8.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 16.1	17.1	26 17.4	18.8	23 16.0	23 *	15.8	23 *	14 9.4	14 *	8.5	8.6	14 8.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					12,140 14.3		10,440 12.3		25,130 29.6								
	CBS TV					JEFFERSONS		ALICE (SD)		CBS TUESDAY NIGHT MOVIES NOT MY KID (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					10,530 12.4		9,850 11.6		18,340 21.6	19.2*		20.6*		23.2*		23.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 12.2	12.5	17 11.4	11.7	33 18.5	28 *	20.3	30 *	20.9	36 *	23.3	23.7	38 *
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					23,860 28.1				21,230 25.0				19,270 22.7				
	NBC TV					A TEAM (SD)				RIPTIDE				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					20,380 24.0	23.1*		24.9*	17,570 20.7	21.0*		20.5*	15,710 18.5	19.2*		17.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 22.2	33 *	24.0	35 *	30 21.1	30 *	20.9	20.7	30 *	30 19.5	30 *	18.2	29 *
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					15,540 18.3		14,600 17.2		18,510 21.8				13,070 15.4				
	ABC TV					THREE'S A CROWD		WHO'S THE BOSS?		MACGRUDER AND LOUD (SD)				CALL TO GLORY				
	AVERAGE AUDIENCE (Households (000) & %)					13,670 16.1		13,240 15.6		15,540 18.3	18.0*		18.5*	10,440 12.3	12.7*		11.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 15.7	16.4	22 15.3	16.0	27 17.8	26 *	18.7	27 *	20 13.0	20 *	11.8	21 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					11,120 13.1		9,930 11.7		21,650 25.5								
	CBS TV					JEFFERSONS		ALICE (SD)		MISS TEEN USA (SD)								
	AVERAGE AUDIENCE (Households (000) & %)					9,510 11.2		8,910 10.5		13,410 15.8	13.8*		14.8*		17.3*		17.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 11.1	11.2	15 10.3	10.6	25 13.3	20 *	14.7	22 *	17.5	28 *	17.0	17.2	30 *
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					25,130 29.6				19,190 22.6				19,020 22.4				
	NBC TV					A TEAM (SD)				RIPTIDE (SD)				REMINGTON STEELE				
	AVERAGE AUDIENCE (Households (000) & %)					21,140 24.9	23.7*		26.0*	16,300 19.2	19.1*		19.3*	15,620 18.4	18.9*		18.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 22.6	34 *	24.8	37 *	28 19.0	28 *	19.5	28 *	31 18.7	30 *	19.0	18.5	31 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	64.5	65.4	66.3	67.2	68.4	70.2	70.2	70.3	68.9	69.5	69.0	68.3	65.3	64.0	61.8	59.5
		WK. 2	65.3	66.6	66.8	67.4	68.2	69.8	70.4	70.4	68.8	69.0	68.5	67.1	63.2	61.5	59.1	56.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JAN.16, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,490 20.6				26,740 31.5				21,730 25.6				
	ABC TV						FALL GUY (SD)				DYNASTY (SD)				HOTEL				
	AVERAGE AUDIENCE (Households (000) & %)	{					13,500 15.9	15.0*		16.8*	22,500 26.5	25.6*		27.4*	17,740 20.9	21.0*		20.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 14.9	22* 15.1	24* 16.1	24* 17.5	38 25.2	36* 26.0		40* 27.3	34 21.2	33* 20.8		34 20.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,240 15.6		11,970 14.1		17,400 20.5								
	CBS TV						CHARLES IN CHARGE		E/R (SUS-SD)		CBS WEDNESDAY NIGHT MOVIE REVENGE OF THE PINK PANTHER(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					11,290 13.3		10,610 12.5		9,510 11.2	10.8*		11.4*		11.6*		11.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					20 13.2		18 13.3		17 10.6	15* 10.9		16* 11.4		18* 11.7		18* 11.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					19,870 23.4				17,320 20.4		13,330 15.7		14,520 17.1				
	NBC TV						HIGHWAY TO HEAVEN (SD)				FACTS OF LIFE		JUMP! (SD)		ST. ELSEWHERE				
	AVERAGE AUDIENCE (Households (000) & %)	{					16,730 19.7	18.8*		20.5*	14,940 17.6		11,290 13.3		11,720 13.8	13.7*		14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 18.1	28* 19.6		29* 20.7	25 17.4		19 13.8		22 13.5	22* 13.8		23* 13.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,680 22.0				25,130 29.6				20,210 23.8				
	ABC TV						FALL GUY (SD)				DYNASTY (SD)				HOTEL				
	AVERAGE AUDIENCE (Households (000) & %)	{					14,860 17.5	16.4*		18.5*	21,230 25.0	24.1*		26.0*	17,150 20.2	20.3*		20.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 16.1	25* 16.8		27* 17.9	37 23.7	35* 24.4		39* 25.9	34 20.7	33* 20.0	20.2	35* 20.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,920 16.4		12,310 14.5		15,030 17.7								
	CBS TV						CHARLES IN CHARGE		E/R (SUS-SD)		CBS WEDNESDAY NIGHT MOVIE FIRST AFFAIR(R) (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					11,800 13.9		11,120 13.1		8,660 10.2	9.8*		10.1*		10.3*		10.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 13.7		19 14.2		16 9.9	14* 9.8		15* 10.0		17* 10.6	10.1	18* 10.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,210 23.8				17,570 20.7		15,710 18.5		17,060 20.1				
	NBC TV						HIGHWAY TO HEAVEN (SD)				FACTS OF LIFE		SARA		ST. ELSEWHERE				
	AVERAGE AUDIENCE (Households (000) & %)	{					16,640 19.6	19.0*		20.1*	15,450 18.2		13,920 16.4		13,670 16.1	16.2*		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					29 18.4	29* 19.7		30* 20.2	27 17.9		25 18.4		27 16.6	27* 16.2	28* 16.2	28* 16.4	
TV HOUSEHOLDS USING TV			WK. 1	65.0	66.1	65.5	66.2	67.1	68.3	69.5	70.6	70.7	70.7	69.6	69.0	64.4	62.6	61.6	59.8
(See Def. 1)			WK. 2	62.8	64.2	64.9	65.3	65.6	66.5	67.1	68.1	68.4	68.2	67.3	66.4	61.7	59.8	58.8	56.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. JAN.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. JAN. 17, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,520 17.1								15,620 18.4			
	ABC TV					ABC THURSDAY NIGHT MOVIE WHO WILL LOVE MY CHILDREN(R) (SD)										20/20	
	AVERAGE AUDIENCE (Households (000) & %)					8,740 10.3								11,630 13.7			13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.8	12* 8.3		9.4* 13*		11.3* 16*		11.9* 17*	22 14.3	23* 14.3		22* 13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,330 26.3				22,500 26.5				20,630 24.3			
	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					17,150 20.2	18.7*		21.8*	19,100 22.5	22.2*		22.9*	17,320 20.4	20.7*		20.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 18.6	27* 18.9		31* 21.6	33 21.9	32* 22.4		34* 22.8	33 20.8	33* 20.6		34* 19.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					27,340 32.2		22,330 26.3		19,610 23.1		17,400 20.5		18,930 22.3			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (SD)		CHEERS (R)		NIGHT COURT		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					24,200 28.5		20,460 24.1		17,660 20.8		16,220 19.1		14,940 17.6	17.5*		17.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					41 27.1		35 29.9		30 25.0		28 23.1		29 21.0	28* 20.7		30* 19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,830 21.0								14,860 17.5			
	ABC TV					ABC THURSDAY NIGHT MOVIE SATURDAY NIGHT FEVER(R) (SD)										20/20	
	AVERAGE AUDIENCE (Households (000) & %)					9,680 11.4	10.6*		11.0*		11.5*		12.3*	10,950 12.9	13.3*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.9	16* 10.3		16* 11.1		17* 11.0		18* 11.5	21 12.3	21* 12.4		21* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,310 25.1				23,350 27.5				20,970 24.7			
	CBS TV					MAGNUM, P.I. (SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					17,400 20.5	19.3*		21.7*	19,270 22.7	22.3*		23.1*	18,080 21.3	21.2*		21.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 18.9	28* 19.8		31* 21.4	34 22.0	33* 22.6		35* 23.3	34 21.2	34* 21.3		35* 21.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					23,430 27.6		20,890 24.6		18,170 21.4		16,560 19.5		19,440 22.9			
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)					21,060 24.8		19,190 22.6		15,960 18.8		14,860 17.5		15,370 18.1	18.0*		18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 23.8		33 25.8		28 22.8		26 19.0		29 18.2	28* 17.7		30* 18.3
TV HOUSEHOLDS USING TV		WK. 1	62.1	63.9	65.5	66.8	68.7	70.0	70.1	69.5	68.9	68.6	68.5	68.0	64.3	62.6	61.0
(See Def. 1)		WK. 2	62.0	64.0	65.0	65.4	67.6	69.0	68.5	69.3	68.4	67.6	66.7	66.3	63.5	62.9	61.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. JAN. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JAN.18, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)				17,150 20.2		18,510 21.8		18,000 21.2		STREET HAWK (SD)		14,350 16.9		MATT HOUSTON													
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)				15,030 17.7		16,560 19.5		13,840 16.3		17.0*		15.6*		11,720 13.8		13.2*		14.4*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				28 17.1		30 18.3		26 19.2		27* 19.8		25* 17.2		23 16.8		22* 15.9		25* 15.3		23 12.7		22* 13.7		25* 14.2		14.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,450 18.2		27,000 31.8																					
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)				12,570 14.8		14,520 17.1		14.0*		16.6*		17.8*		18.9*		18.3*											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				23 14.7		28 14.9		22* 13.8		14.2		16.5		17.6		17.9		19.0		18.8		19.1		17.6			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				14,520 17.1		V (SD)		13,920 16.4		HUNTER (SD)		15,450 18.2		MIAMI VICE													
	NBC TV																											
	AVERAGE AUDIENCE (Households (000) & %)				10,870 12.8		12.5*		13.0*		12.2*		13.2*		15.1		15.3*		15.0*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				20 12.6		20* 12.4		20* 13.3		12.7		19* 11.8		21* 12.5		26 13.0		25* 13.3		26* 15.1		26* 15.4		26* 15.1		14.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				20,550 24.2		20,630 24.3		16,050 18.9		STREET HAWK (SD)		13,920 16.4		MATT HOUSTON													
	ABC TV																											
	AVERAGE AUDIENCE (Households (000) & %)				17,490 20.6		19,020 22.4		11,970 14.1		13.9*		14.3*		14.0		14.0*		14.1*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				32 20.2		34 21.1		21 21.9		21* 22.9		21* 14.2		21* 13.6		21* 14.0		22 14.5		22* 14.0		22* 14.3		23* 13.9			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				15,880 18.7		DUKES OF HAZZARD (SUS-SD)		25,130 29.6		DALLAS (SD)		19,700 23.2		FALCON CREST													
	CBS TV																											
	AVERAGE AUDIENCE (Households (000) & %)				11,380 13.4		12.2*		14.6*		22,160 26.1		25.5*		26.6*		16,980 20.0		20.7*		19.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				20 11.3		19* 13.0		22* 14.1		15.0		39 24.8		38* 26.2		40* 26.8		32 26.5		33* 21.2		32* 20.2		32* 19.4		19.2	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				14,350 16.9		V (SD) (R)		19,100 22.5		MIAMI VICE (R)																	
	NBC TV																											
	AVERAGE AUDIENCE (Households (000) & %)				9,850 11.6		11.9*		11.4*		12,650 14.9		14.0*		14.3*		15.4*		15.8*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				18 12.3		18* 11.5		17* 11.3		17* 11.4		23 13.8		21* 14.1		21* 14.4		24* 14.2		24* 15.4		26* 15.4		26* 15.9		15.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.5	61.6	61.9	62.8	63.0	63.7	64.5	64.7	64.4	63.8	62.8	62.3	60.6	60.0	58.6	56.6										
		WK. 2	60.7	62.7	63.0	63.7	64.4	64.9	65.8	67.4	66.9	66.8	67.1	66.9	64.0	62.7	62.2	60.3										

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. JAN.25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.19, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		14,010 16.5		LOVE BOAT (SD)		21,900 25.8		ALL-STAR INAUGURAL GALA (9:00-11:02PM)																								
	ABC TV		{		10,870 12.8		11.7*		13.8* 21 *		14,770 17.4		15.8* 24 *		17.3* 26 *		18.1* 28 *		18.6* 30 *																
	AVERAGE AUDIENCE (Households (000) & %)		{		20		18 *		21 *		27		24 *		26 *		28 *		30 *																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		11.3		12.1		13.4		14.3		15.2		16.4		16.9		17.6		17.8		18.4		18.7		18.5								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		16,300 19.2		AIRWOLF (R)(SD)		26,150 30.8		SPECIAL MOVIE PRSNT-SAT. 9 TO 5(P) (9:00-11:15PM) (SD)																								
	CBS TV		{		12,140 14.3		13.7*		14.9* 23 *		15,790 18.6		15.9* 29		17.2* 26 *		19.3* 30 *		20.7* 33 *																
	AVERAGE AUDIENCE (Households (000) & %)		{		22		21 *		23 *		29		24 *		26 *		30 *		33 *																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13.3		14.1		14.9		14.9		15.4		16.3		17.0		17.3		19.1		19.5		20.3		21.2								
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		14,690 17.3		DIFF'RENT STROKES-SAT.		12,900 15.2		DOUBLE TROUBLE (SD)		13,670 16.1		GIMME A BREAK		13,580 16.0		GIMME A BREAK SPECIAL (R)		10,950 12.9		BERRENGER'S												
	NBC TV		{		12,820 15.1		11,720 13.8		12,400 14.6		11,970 14.1		8,070 9.5		9.9* 15 *		9.1* 15 *																		
	AVERAGE AUDIENCE (Households (000) & %)		{		23		21		22		21		15		15 *		15 *																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		14.9		15.2		13.8		13.8		14.4		14.8		14.2		14.0		10.3		9.6		9.3		8.9								
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		16,390 19.3		T.J. HOOKER (SD)		17,320 20.4		LOVE BOAT (SD)		FINDER OF LOST LOVES																						
	ABC TV		{		13,160 15.5		14.2*		16.7* 26 *		14,010 16.5		15.8* 24 *		17.2* 27 *		12,400 14.6		14.6* 25 *		14.7*		14.7		14.6										
	AVERAGE AUDIENCE (Households (000) & %)		{		24		22 *		26 *		26		24 *		27 *		25		25 *		26 *														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13.7		14.8		16.5		16.9		15.4		16.1		17.1		17.3		14.7		14.6		14.7		14.6								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		15,620 18.4		OTHERWORLD (SD)		16,300 19.2		AIRWOLF (SD)		COVER-UP																						
	CBS TV		{		12,230 14.4		13.9*		15.0* 23 *		13,840 16.3		16.0* 25 *		16.6* 26 *		13,330 15.7		15.6* 27 *		15.9*		15.7		15.7		16.1								
	AVERAGE AUDIENCE (Households (000) & %)		{		23		22 *		23 *		26		25 *		26 *		27		27 *		28 *														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		13.4		14.3		14.8		15.3		15.9		16.0		16.9		16.2		15.4		15.7		15.7		16.1								
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		16,130 19.0		DIFF'RENT STROKES-SAT.		14,350 16.9		DOUBLE TROUBLE (SD)		14,350 16.9		GIMME A BREAK		11,800 13.9		IT'S YOUR MOVE (SD)		11,210 13.2		BERRENGER'S												
	NBC TV		{		14,260 16.8		13,070 15.4		13,070 15.4		10,700 12.6		8,070 9.5		9.7* 17 *		9.2* 16 *																		
	AVERAGE AUDIENCE (Households (000) & %)		{		26		24		24		20		17		17 *		16 *																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		16.4		17.2		15.6		15.3		15.2		15.6		12.8		12.4		10.3		9.1		9.1		9.3								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2		60.5 59.8		62.0 60.3		62.5 61.0		63.7 61.8		65.3 62.8		65.0 64.0		65.0 64.2		66.0 64.7		65.5 64.3		66.7 64.7		66.5 63.9		65.7 62.9		64.3 59.5		63.8 57.8		62.2 57.2		61.7 55.4	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JAN.19, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			3,570													
	ABC TV		(1)			4.2												
	AVERAGE AUDIENCE (Households (000) & %)				3,570													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				4.2													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)				21.2*													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				36 *													
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			10,870													
	NBC TV				12.8													
	AVERAGE AUDIENCE (Households (000) & %)				6,280													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				7.4	7.9*			7.6*		6.3*							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				3,820													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				4.5													
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{			11,210													
	NBC TV				13.2													
	AVERAGE AUDIENCE (Households (000) & %)				6,880													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.				8.1	9.1*			8.1*		6.7*							
TV HOUSEHOLDS USING TV WK. 1 WK. 2																		
(See Def. 1)																		
		58.5	52.4	46.3	42.2	38.0	35.5	33.0	30.1	25.5	22.8	20.7	18.6	15.6	13.6	11.7	10.6	
		51.5	48.2	42.6	38.9	35.6	33.0	29.7	27.2	23.5	21.5	18.6	16.3	14.5	12.8	11.7	10.6	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.20, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)													32,940 38.8		29,800 35.1		
	ABC TV													(1) (OP)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)													25,980 30.6		19,360 22.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.													30.4		24.0*		22.8*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		17,570 20.7				15,960 18.8				21,140 24.9				18,760 22.1			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		12,400 14.6	13.9*		15.2*	14.1	14.0*			15,620 18.4	16.8*		20.0*	14,690 17.3	17.1*		17.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		13.3	14.6	15.1	15.3	14.2	13.9	14.3	16.3	17.3	19.3	20.6	17.0	17.2	17.6	17.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		9,170 10.8		9,850 11.6		14,690 17.3				19,360 22.8							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		7,730 9.1		8,410 9.9		10,700 12.6	11.9*		13.2*	11,210 13.2	12.6*		13.8*		13.4*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		8.6	9.6	9.4	10.4	11.5	12.4	12.9	13.5	12.4	12.7	13.7	14.0	13.8	12.9	12.6	13.2
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				11,460 13.5		27,760 32.7										14,520 17.1	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				10,610 12.5		16,470 19.4	17.0*		19.1*		19.8*		19.6*		21.4*		12,480
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		19.4	18.6	12.0	12.7	16.5	17.5	18.8	19.4	20.1	19.5	19.4	19.8	21.9	20.8	14.9	14.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		28,440 33.5				28,610 33.7											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		22,070 26.0	24.3*		27.7*	19.8	20.2*		19.3*		19.2*		19.8*		20.7*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		23.3	25.2	28.0	27.5	20.5	20.0	19.4	19.2	19.1	19.3	19.5	20.1	21.1	20.3	19.6	19.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		11,550 13.6		12,740 15.0		24,620 29.0								14,690 17.3			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		9,850 11.6		11,210 13.2		17,320 20.4	19.6*		20.5*		20.9*		20.5*	10,870 12.8	13.0*		12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		11.1	12.2	12.0	14.3	19.6	19.6	20.2	20.8	20.8	20.9	21.0	20.1	13.0	13.0	13.0	12.4
TV HOUSEHOLDS USING TV		WK. 1	75.1	75.7	76.3	76.2	75.0	75.9	76.6	76.2	74.0	73.4	71.2	69.1	65.1	62.7	60.4	58.3
(See Def. 1)		WK. 2	67.4	67.8	68.4	69.6	70.1	70.4	71.4	72.4	72.0	71.7	71.0	69.6	66.3	63.6	58.1	55.6

U.S. TV Households: 84,900,000

(1) SUPER BOWL XIX-POST GAME, ABC, (9:38-10:07PM)(S) (2) RIPLEY'S BELIEVE IT-NOT, ABC, (7:38-8:00PM)

For explanation of symbols, See page A.

EVE.SUN. JAN.27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JAN.20, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
--------	--	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. JAN.27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.14-18, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				5,180 6.1				6,110 7.2									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,910 4.6				5,010 5.9									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 4.6	4.7			23 5.8	6.1								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				3,740 4.4				4,410 5.2						6,200 7.3		5,600 6.6	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)				3,060 3.6				3,480 4.1						5,180 6.1		4,750 5.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				16 3.5	3.7			16 4.2	4.1					23 5.8	6.4	21 5.5	5.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)				5,350 6.3				5,430 6.4						3,570 4.2		4,840 5.7	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						TIME MACHINE		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				4,410 5.2				4,500 5.3						2,800 3.3		4,250 5.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				23 5.1	5.2			21 5.4	5.2					12 3.3	3.5	18 4.7	5.2
WEEK 4	TOTAL AUDIENCE (Households (000) & %)				4,750 5.6				5,860 6.9									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)				3,820 4.5				4,750 5.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 4.6	4.4			22 5.6	5.7								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)				3,990 4.7				4,500 5.3						6,370 7.5		5,860 6.9	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7				3,650 4.3						5,430 6.4		5,010 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				17 3.6	3.8			17 4.1	4.5					23 6.1	6.6	20 5.7	6.2
WEEK 6	TOTAL AUDIENCE (Households (000) & %)				4,840 5.7				5,180 6.1						3,230 3.8		4,840 5.7	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						TIME MACHINE (TU-F)(S)(OP)		SALE OF THE CENTURY (TU-F)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)				3,990 4.7				4,330 5.1						2,550 3.0		3,990 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				22 4.7	4.6			20 5.2	5.1					12 2.9	3.1	17 4.5	5.0
TV HOUSEHOLDS USING TV WK. 1		13.7	16.1	18.0	19.9	21.8	23.4	24.0	24.6	25.3	26.0	26.5	26.9	27.0	27.2	27.0	27.4	
(See Def. 1) WK. 2		13.5	15.9	18.0	19.7	21.8	23.3	24.3	25.1	25.7	26.7	27.2	27.4	27.8	28.0	28.5	29.5	

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.21-25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN.14-18, 1985

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,570 4.2		3,910 4.6		3,820 4.5		4,840 5.7		9,850 11.6				8,830 10.4			
	ABC TV		TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,970 3.5		3,400 4.0		3,310 3.9		4,080 4.8		7,810 9.2		8.7*		9.7*	6,790 8.0	7.9*	8.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 3.5		14 4.0	4.1	13 3.7	4.0	15 4.5	5.0	27 8.2	25 *	9.1	28 *	25 9.6	24 *	26 *	8.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,640 9.0		9,680 11.4				9,680 11.4				7,730 9.1				5,520 6.5	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS						CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,880 8.1		8,570 10.1				7,220 8.5	8.5*		8.5*	6,200 7.3	7.3*			5,010 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	29 7.8	8.5	36 9.8	10.3			27 8.5	28 *	8.5	27 *	22 7.3	21 *	7.4	22 *	19 5.9	5.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,900 9.3		5,860 6.9		4,160 4.9		3,650 4.3		8,240 9.7				6,540 7.7			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,960 8.2		5,260 6.2		3,650 4.3		2,970 3.5		6,450 7.6	7.3*		8.0*	5,090 6.0	6.2*	5.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	30 8.1	8.3	22 6.2	6.2	14 4.3	4.3	11 3.5	3.6	22 7.0	21 *	7.5	23 *	19 6.3	19 *	18 *	5.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,480 4.1		3,820 4.5		3,820 4.5		4,580 5.4		9,340 11.0				9,000 10.6			
	ABC TV		TRIVIA TRAP (TU-F)(S)(OP)		FAMILY FEUD (TU-F)(S)(OP)		RYAN'S HOPE (TU-F)(S)(OP)		LOVING (TU-F)(S)(OP)		ALL MY CHILDREN (TU-F)(S)(OP)				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,060 3.6		3,310 3.9		3,230 3.8		4,080 4.8		7,300 8.6	8.1*		9.1*	6,880 8.1	7.9*	8.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 3.5	3.6	14 3.8	3.9	13 3.7	3.9	15 4.6	5.0	25 7.6	24 *	9.1	27 *	24 8.0	23 *	25 *	8.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,730 9.1		9,510 11.2				9,760 11.5				8,070 9.5				5,690 6.7	
	CBS TV		PRICE IS RIGHT 1 (TU-F)(S)(OP)		PRICE IS RIGHT 2 (TU-F)(S)(OP)(SD)		(S)(OP)		YOUNG AND THE RESTLESS (TU-F)(S)(OP)		AS THE WORLD TURNS (S)(OP)						CAPITOL (SUS-SD) (S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,880 8.1		8,320 9.8				7,390 8.7	8.7*		8.7*	6,280 7.4	7.3*			5,180 6.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	29 7.8	8.4	35 9.5	10.1			28 8.7	29 *	8.7	27 *	21 7.3	21 *	7.5	22 *	18 6.0	6.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,640 9.0		5,600 6.6		3,990 4.7		3,400 4.0		7,980 9.4				6,280 7.4			
	NBC TV		WHEEL OF FORTUNE (TU-F) (S)(OP)		SCRABBLE (TU-F) (S)(OP)		SUPER PASSWORD (TU-F) (S)(OP)		SEARCH FOR TOMORROW (TU-F) (S)(OP)		DAYS OF OUR LIVES (TU-F) (S)(OP)				ANOTHER WORLD (TU-F)(SD) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,540 7.7		4,920 5.8		3,400 4.0		2,800 3.3		6,370 7.5	7.1*		7.8*	4,840 5.7	5.9*	5.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	28 7.6	7.9	21 5.9	5.7	13 3.8	4.1	11 3.3	3.4	22 6.9	21 *	7.5	23 *	17 6.0	18 *	17 *	5.1
TV HOUSEHOLDS USING TV		WK. 1	27.4	27.9	27.9	28.9	30.7	31.3	31.1	32.1	33.4	34.3	33.7	33.8	32.5	32.4	31.6	32.0
(See Def. 1)		WK. 2	29.7	30.4	30.3	31.3	32.4	33.2	33.0	33.7	34.1	34.5	34.3	34.3	33.9	34.2	33.2	34.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN.21-25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 14-18, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)		{	10,100 11.9													11,800 13.9		
	ABC TV			GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{	7,980 9.4													10,360 12.2		
	SHARE OF AUDIENCE %		{	28 29 *	9.3*												20		
	AVG. AUD. BY ¼ HR.		{	9.1 9.4	9.6	9.6													11.9 12.4
	TOTAL AUDIENCE (Households (000) & %)		{	8,320 9.8													14,690 17.3		
	CBS TV			GUIDING LIGHT (SD)												CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)		{	6,450 7.6	7.4*													12,990 15.3	
	SHARE OF AUDIENCE %		{	23 23 *	22 *	8													25
	AVG. AUD. BY ¼ HR.		{	7.3 7.5	7.8	7.9	3.0	3.2											15.1 15.4
TOTAL AUDIENCE (Households (000) & %)		{	4,330 5.1													11,800 13.9			
NBC TV			SANTA BARBARA												NBC NIGHTLY NEWS				
AVERAGE AUDIENCE (Households (000) & %)		{	3,060 3.6	3.6*													10,530 12.4		
SHARE OF AUDIENCE %		{	11 11 *	11 *													20		
AVG. AUD. BY ¼ HR.		{	3.7 3.5	3.6	3.8													12.2 12.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	10,700 12.6													11,890 14.0	
	ABC TV			GENERAL HOSPITAL (TU-F)(S)(OP)												ABC WORLD NEWS TONIGHT		
	AVERAGE AUDIENCE (Households (000) & %)		{	8,570 10.1													10,270 12.1	
	SHARE OF AUDIENCE %		%	29	9.9*												20	
	AVG. AUD. BY ¼ HR.		%	9.8	10.1	10.3	10.0										12.0	12.3
	TOTAL AUDIENCE (Households (000) & %)		{	8,570 10.1													14,860 17.5	
	CBS TV			GUIDING LIGHT (S)(OP)(SD)												CBS EVENING NEWS- RATHER		
	AVERAGE AUDIENCE (Households (000) & %)		{	6,790 8.0													13,160 15.5	
	SHARE OF AUDIENCE %		%	22	8.0*												25	
	AVG. AUD. BY ¼ HR.		%	7.9	8.2	7.8	7.9	2.8	2.8								15.3	15.8
TOTAL AUDIENCE (Households (000) & %)		{	3,910 4.6													11,630 13.7		
NBC TV			SANTA BARBARA (TU-F)(S)(OP)												NBC NIGHTLY NEWS			
AVERAGE AUDIENCE (Households (000) & %)		{	2,890 3.4													10,360 12.2		
SHARE OF AUDIENCE %		%	10	3.5*												20		
AVG. AUD. BY ¼ HR.		%	3.6	3.4	3.2	3.5										11.9	12.4	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	32.7	33.8	35.0	36.4	37.0	38.9	40.9	42.8	45.2	48.3	50.2	53.3	57.2	60.0	61.5	63.0
		35.0	36.5	36.9	37.6	37.5	39.2	40.5	42.8	45.5	48.3	50.1	52.8	57.2	59.4	61.0	62.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JAN. 21-25, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,400 4.0		4,330 5.1		5,350 6.3		5,520 6.5		4,750 5.6		5,090 6.0	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,720 3.2		3,400 4.0		4,500 5.3		4,840 5.7		4,080 4.8		4,330 5.1	
	SHARE OF AUDIENCE %					20		19		20		19		16		16	
	AVG. AUD. BY ¼ HR. %					2.8	3.6	3.9	4.2	4.9	5.6	5.7	5.7	5.0	4.6	4.6	5.6
	TOTAL AUDIENCE (Households (000) & %)					2,720 3.2		4,670 5.5		6,280 7.4		5,010 5.9		6,110 7.2		6,710 7.9	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					2,210 2.6		3,740 4.4		5,430 6.4		4,250 5.0		4,920 5.8		5,600 6.6	
	SHARE OF AUDIENCE %					16		21		24		17		19		21	
	AVG. AUD. BY ¼ HR. %					2.2	3.0	4.2	4.7	6.1	6.6	5.1	4.9	5.3	6.3	6.9	6.4
	TOTAL AUDIENCE (Households (000) & %)					3,650 4.3		4,500 5.3		5,690 6.7		8,150 9.6		9,170 10.8		8,410 9.9	
	NBC TV					PINK PANTHER AND SONS SPC (SD)		SNORKS SPCL (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,800 3.3		3,820 4.5		4,920 5.8		7,220 8.5		7,900 9.3		7,050 8.3	
	SHARE OF AUDIENCE %					20		21		22		29		30		26	
	AVG. AUD. BY ¼ HR. %					2.9	3.7	4.3	4.8	5.7	6.0	8.1	9.0	9.6	8.9	8.0	8.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,550 3.0		3,910 4.6		5,520 6.5		5,600 6.6		5,520 6.5		5,350 6.3	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,950 2.3		3,400 4.0		4,840 5.7		4,580 5.4		4,750 5.6		4,330 5.1	
	SHARE OF AUDIENCE %					16		19		22		18		18		16	
	AVG. AUD. BY ¼ HR. %					1.9	2.8	3.7	4.3	5.5	5.8	5.3	5.4	5.6	5.7	5.0	5.2
	TOTAL AUDIENCE (Households (000) & %)					3,140 3.7		5,350 6.3		7,130 8.4		5,690 6.7		6,200 7.3		7,390 8.7	
	CBS TV					SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					2,550 3.0		4,250 5.0		5,770 6.8		4,500 5.3		4,920 5.8		6,030 7.1	
	SHARE OF AUDIENCE %					21		24		26		18		19		22	
	AVG. AUD. BY ¼ HR. %					2.5	3.4	4.5	5.5	6.5	7.0	5.4	5.2	5.4	6.2	6.8	7.5
	TOTAL AUDIENCE (Households (000) & %)					3,310 3.9		4,580 5.4		6,200 7.3		9,420 11.1		9,250 10.9		8,830 10.4	
	NBC TV					PINK PANTHER AND SONS SP (SD)		SNORKS SPECIAL (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,460 2.9		3,910 4.6		5,090 6.0		7,730 9.1		8,410 9.9		7,730 9.1	
	SHARE OF AUDIENCE %					20		22		23		31		32		29	
	AVG. AUD. BY ¼ HR. %					2.5	3.4	4.3	5.0	5.7	6.3	8.6	9.6	10.1	9.7	9.1	9.1
TV HOUSEHOLDS USING TV		WK. 1	8.5	9.4	10.7	12.9	16.3	19.6	21.7	23.8	26.4	27.9	29.2	30.4	31.4	31.4	32.8
(See Def. 1)		WK. 2	7.0	8.6	9.7	12.2	15.1	18.2	21.3	23.9	26.3	27.8	29.3	30.4	31.7	32.5	32.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 19, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 7.1		{ 7,810 9.2		{ 6,960 8.2		{ 6,880 8.1									
	ABC TV	SCARY SCOOPY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 1		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,260 6.2		{ 6,880 8.1		{ 5,770 6.8		{ 4,080 4.8		{ 4.2*		{ 5.5*		{ 15*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 19 6.0		{ 24 8.0		{ 19 6.7		{ 13 4.2		{ 12* 4.1		{ 5.7		{ 5.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,050 8.3		{ 5,180 6.1		{ 5,520 6.5				{ 4,330 5.1		{ 8,570 10.1					
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		SATURDAY SUPERCADDE		POLE POSITION				CBS NCAA BASKETBALL-SAT VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.1		{ 4,160 4.9		{ 3,060 3.6		{ 3.5*		{ 3.8*		{ 3,570 4.2		{ 3,400 4.0		{ 3.7*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 22 7.1		{ 14 5.2		{ 10 3.5		{ 10* 3.5		{ 11* 3.7		{ 12 3.9		{ 11 3.8		{ 10* 3.5	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 7.7		{ 6,710 7.9		{ 6,030 7.1		{ 4,670 5.5		{ 7,810 9.2							
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK				NBC COLLEGE BASKETBALL MEMPHIS STATE VS LOUISVILLE (1:00-3:09PM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 6.6		{ 5,600 6.6		{ 4,920 5.8		{ 3,820 4.5		{ 3,230 3.8		{ 3.8*		{ 3.7*		{ 3.8*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 23 6.6		{ 22 6.4		{ 17 5.7		{ 13 4.6		{ 10 4.0		{ 11* 3.6		{ 10* 3.5		{ 10* 3.8	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,940 7.0		{ 6,880 8.1		{ 6,030 7.1		{ 5,180 6.1										
	ABC TV	SCARY SCOOPY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 2		AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,840 5.7		{ 5,690 6.7		{ 5,260 6.2		{ 3,400 4.0		{ 3.9*		{ 4.2*		{ 12*				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 18 5.4		{ 20 6.0		{ 18 6.3		{ 11 3.8		{ 11* 3.9		{ 12* 4.4		{ 12* 4.0				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,220 8.5		{ 5,350 6.3		{ 5,180 6.1				{ 4,580 5.4		{ 4,160 4.9		{ 13,840 16.3				
	CBS TV	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		SATURDAY SUPERCADDE		POLE POSITION				CHARLIE BROWNS/SNOOPY SHOW (SD)		CBS NCAA BASKETBALL-SAT ST. JOHN'S VS GEORGETOWN (2:00-4:12PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,860 6.9		{ 4,500 5.3		{ 3,060 3.6		{ 3.2*		{ 4.0*		{ 3,820 4.5		{ 3,570 4.2		{ 6,450 7.6		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 21 6.9		{ 16 5.8		{ 10 3.4		{ 9* 3.1		{ 12* 4.1		{ 13 4.4		{ 12 4.7		{ 20 5.7		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,220 8.5		{ 6,710 7.9		{ 5,940 7.0		{ 3,480 4.1		{ 8,910 10.5								
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK				NBC COLLEGE BASKETBALL VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,200 7.3		{ 5,690 6.7		{ 4,840 5.7		{ 3,060 3.6		{ 3,060 3.6		{ 4.1*		{ 4.3*		{ 3.2*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	{ 23 7.4		{ 20 6.7		{ 17 5.4		{ 10 6.0		{ 10 3.4		{ 12* 3.9		{ 12* 4.0		{ 9* 4.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	32.9	33.0	32.8	33.5	34.0	35.4	35.4	35.0	35.6	36.6	35.8	36.5	37.0	37.2	38.3	39.0
		WK. 2	31.5	32.6	32.1	32.8	33.9	35.5	35.9	36.0	35.1	35.4	35.1	35.1	34.5	35.9	37.0	37.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. JAN. 26, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JAN. 19, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

10,530							13,500								11,210	
12.4							15.9								13.2	
<div>PRO BOWLERS TOUR</div> <div>ABC WIDE WORLD-SPORTS SAT</div> <div>ABC WRLD NEWS TONIGHT-SAT</div>																
6,110							5,690								9,340	
7.2							6.7								11.0	
18							20								19	
6.2							7.8								11.1	10.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

			5,430				10,610								12,310	
			6.4				12.5								14.5	
			<div>PHOENIX OPEN GOLF-SAT (3:34-4:30PM) (OP)</div> <div>CBS SPORTS SATURDAY</div> <div>CBS SAT. NEWS-SCHIEFFER</div>													
			3,140				4,670								10,190	
			4.3*				5.5								12.0	
			11*				12								20	
			4.2				4.3								11.8	12.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

6,370															9,000	
7.5															10.6	
<div>NBC COLLEGE BSKBL 2-SAT MARYLAND VS UNLV (3:00-5:15PM) (OP)</div> <div>NBC NIGHTLY NEWS-SAT.</div>																
2,210															7,640	
2.6															9.0	
6															15	
2.4															8.8	9.3

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

10,190							13,580								10,530	
12.0							16.0								12.4	
<div>PRO BOWLERS TOUR</div> <div>ABC WIDE WORLD-SPORTS SAT</div> <div>ABC WRLD NEWS TONIGHT-SAT</div>																
6,280							7,980								8,910	
7.4							9.4								10.5	
18							20								18	
6.5							8.2								10.4	10.6

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

						8,740									10,700	
						10.3									12.6	
<div>CBS NCAA BASKETBALL-SAT ST. JOHN'S VS GEORGETOWN (2:00-4:12PM) (OP)</div> <div>LOS ANGELES OPEN-SAT (4:12-6:00PM) (OP)</div> <div>CBS SAT. NEWS-SCHIEFFER</div>																
						4,750									9,080	
						5.6									10.7	
						13									18	
						5.9									10.3	11.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

3,310						9,760									8,740	
3.9						11.5									10.3	
<div>MILLROSE GAMES (3:03-4:03PM) (OP)</div> <div>SPORTSWORLD-SAT. MULTI-SEGMENT TELECAST (OP)</div> <div>NBC NIGHTLY NEWS-SAT.</div>																
1,700						3,910									7,390	
2.0						4.6									8.7	
5						10									15	
1.7						3.3									8.3	9.2

TV HOUSEHOLDS USING TV	WK. 1	38.5	39.4	40.3	40.9	41.9	43.0	43.6	44.0	44.8	46.3	47.4	49.6	54.9	57.4	59.1	60.5
(See Def. 1)	WK. 2	37.5	38.5	39.3	41.1	43.0	43.6	44.0	45.1	46.4	47.2	48.7	51.1	54.4	56.7	58.2	59.5

U.S. TV Households: 84,900,000

(1) CBS NCAA BASKETBALL-SAT, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. JAN. 26, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN.20, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)									9,510 11.2							
										FOR OUR TIMES (SUS) ← SUNDAY MORNING →							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)									4,670 5.5							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									20 4.5	4.9* 21* 5.3		5.7* 20* 5.4		5.8 5.8	5.8* 18* 5.7	
	TOTAL AUDIENCE (Households (000) & %)																
WEEK 2	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)									7,730 9.1							5,010 5.9
										← SUNDAY MORNING →							
	CBS TV																FACE THE NATION
	AVERAGE AUDIENCE (Households (000) & %)									4,080 4.8							4,080
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %									20 3.6	4.1* 20* 4.7		5.1* 21* 5.1		5.4* 19* 5.5	4.8 16 4.7	4.8
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	6.7	8.0	9.1	10.8	13.1	15.5	18.8	21.6	24.8	27.1	29.5	31.8	34.0	35.6	37.2
(See Def. 1)		WK. 2	5.7	6.8	7.7	9.4	12.2	14.3	16.0	18.2	20.8	22.8	24.1	26.0	28.7	30.1	30.7
																	39.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. JAN.27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 20, 1985

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				7,810 9.2					2,380 2.8							15,110 17.8	
	ABC TV				THIS WEEK-DAVID BRINKLEY (SUS-OP)						SPORTSBEAT						ABC WIDE WORLD-SPORTS SUN (2:00-4:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)				4,580 5.4	5.0*			5.8*	1,610 1.9							6,540 7.7	6.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 5.8	12 *			14 *	4 1.7							15 6.9	13 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				4,330 5.1						15,960 18.8							
	CBS TV				FACE THE NATION (SUS-OP)						NBA ON CBS PHILADELPHIA 76ERS VS BOSTON CELTICS (1:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7						6,960 8.2	6.9*		7.8*		8.0*		8.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				9 4.2						17 6.6	15 *		16 *		17 *		18 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						5,690 6.7				9,250 10.9							
	NBC TV						MEET THE PRESS (12:00-1:00PM) (-OP)				NBC COLLEGE BASKETBALL-SU DEPAUL VS NOTRE DAME (1:00-3:05PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						3,310 3.9	4.0*		3.8*	3,910 4.6	4.0*		4.3*		4.6*		5.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						9 4.3	10 *		9 *	10 3.8	9 *		9 *		10 *		11 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)				6,030 7.1					2,040 2.4							9,250 10.9	
	ABC TV				THIS WEEK-DAVID BRINKLEY						SPORTSBEAT		DIRECTIONS (SUS)				USA VS WRDL-AMATEUR BOXING	
	AVERAGE AUDIENCE (Households (000) & %)				3,740 4.4	4.4*			4.5*	1,530 1.8							4,670 5.5	3.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				13 4.4	13 *			13 *	5 1.6							13 3.0	8 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)														9,340 11.0			
	CBS TV				FOR OUR TIMES (SUS)						CBS NCAA BASKETBALL-SUN KANSAS VS MICHIGAN KENTUCKY VS TENNESSEE (1:30-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)										4,080 4.8	5.0*		4.9*		4.7*		4.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %										12 4.7	13 *		13 *		12 *		12 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						3,990 4.7		10,950 12.9									9,680 11.4
	NBC TV						MEET THE PRESS				NBC COLLEGE BASKETBALL-SU VILLANOVA VS MARYLAND (12:30-2:47PM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						3,060 3.6		4,410 5.2	3.8*		5.3*		5.4*		5.6*		4,840 5.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11 3.5		14 3.6	11 *		14 *		14 *		14 *		14
TV HOUSEHOLDS USING TV			WK. 1	39.3	40.6	42.1	42.7	43.2	43.3	43.3	44.9	46.1	47.2	48.0	49.1	49.6	49.6	50.1
(See Def. 1)			WK. 2	32.1	33.1	33.8	33.5	33.7	34.8	36.4	37.5	38.6	39.9	41.2	41.9	41.9	42.3	42.5

U.S. TV Households: 84,900,000

(1) OFF. PRES.-INAUGUR.-COVERAGE, NBC, (11:30-12:08PM)(SUS)

A-35 (2) NBC COLLEGE BSKBL 2-SUN, INDIANA VS ILLINOIS & GEORGIA TECH VS N. CAROLINA, NBC, (2:47-4:34PM)(S)

For explanation of symbols, See page A.

DAY SUN. JAN. 27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JAN. 20, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					30,730 36.2					28,780 33.9					53,400 62.9			
	ABC TV	ABC WIDE WORLD-SPORTS SUN (2:00-4:00PM)				SUPER BOWL XIX-PRE GAME (4:00-5:38PM) (-OP)(-OP)				SUPER BOWL XIX-KICK OFF (5:38-6:00PM) (OP)				SUPER BOWL XIX-GAME MIAMI DOLPHINS VS SAN FRANCISCO 49ERS (6:00-9:38PM)					
	AVERAGE AUDIENCE (Households (000) & %)					18,000				25,980				39,390					
	SHARE OF AUDIENCE %		8.1*		9.4*	21.2	17.7*		21.3*	30.6				46.4	44.6*		48.7*		
	AVG. AUD. BY ¼ HR. %	7.7	16 *	9.2	18 *	37	33 *		38 *	49				63	64 *		67 *		
E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,410 15.8									7,220 8.5				
	CBS TV	(1)				PHOENIX OPEN GOLF-SUN				CBS EVENING NEWS-SUNDAY									
	AVERAGE AUDIENCE (Households (000) & %)			5,180										6,110					
	SHARE OF AUDIENCE %		9.4*	6.1	6.1*		5.7*		5.8*		6.7*		6.0*	7.2					
	AVG. AUD. BY ¼ HR. %	10.4	19 *	11	12 *		11 *		10 *		12 *		10 *	10					
NBC TV	TOTAL AUDIENCE (Households (000) & %)	6,370 7.5													5,180 6.1				
	NBC TV	WORLD TRACK/FIELD CHAMPS (3:05-4:00PM)(OP)												NBC NIGHTLY NEWS-SUN					
	AVERAGE AUDIENCE (Households (000) & %)	3,570														4,330			
	SHARE OF AUDIENCE %	4.2	3.7*		4.6*											5.1			
	AVG. AUD. BY ¼ HR. %	3.6	7 *	4.4	9 *											7	5.2		

TOTAL AUDIENCE (Households (000) & %)		30,730 36.2															
ABC TV		USA VS WRLD-AMATEUR BOXNG								ABC WIDE WORLD-SPORTS SUN (4:00-7:38PM)							
AVERAGE AUDIENCE (Households (000) & %)		14,520															
SHARE OF AUDIENCE %		13.0*															
AVG. AUD. BY ¼ HR.		16.2*															
		17.2*															
		17.8*															
		17.9*															
		18.7*															
		19.0															
TOTAL AUDIENCE (Households (000) & %)		12,650 14.9															
CBS TV		LOS ANGELES OPEN-SUN (3:36-6:05PM) (OP)(-OP)															
AVERAGE AUDIENCE (Households (000) & %)		8,740															
SHARE OF AUDIENCE %		10.3															
AVG. AUD. BY ¼ HR.		17															
		11.9															
TOTAL AUDIENCE (Households (000) & %)		8,490 10.0															
NBC TV		NBC COLLEGE BSKBL 2-SUN INDIANA VS ILLINOIS GEORGIA TECH VS N. CAROLINA (2:47-4:34PM)(-OP)								SPORTSWORLD (4:34-6:00PM) (OP)							
AVERAGE AUDIENCE (Households (000) & %)		4,500															
SHARE OF AUDIENCE %		5.3															
AVG. AUD. BY ¼ HR.		4.5*															
		4.7															
		5.6*															
		5.6*															
		5.9															
		6.0															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															
		6.1															

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)		53.1	42.2	54.0	42.9	54.0	43.6	55.4	44.8	56.5	46.0	58.5	47.4	59.7	47.9	60.5	48.8
		61.0	50.4	63.0	52.0	65.3	53.7	67.1	56.6	71.1	60.0	73.2	61.5	73.8	63.4	75.0	65.6

U.S. TV Households: 84,900,000

(1) NBA ON CBS, PHILADELPHIA 76ERS VS BOSTON CELTICS, CBS, (1:00-3:30PM)

A-37(2) CBS NCAA BASKETBALL-SUN, KANSAS VS MICHIGAN & KENTUCKY VS TENNESSEE, CBS, (1:30-3:36PM)

For explanation of symbols, See page A.

DAY SUN. JAN. 27, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			HOUSEHOLDS	SHARE					
				(000)	%			(000)					%	(000)	%		
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								17,740	20.9	17,740	20.9	30	20.9	
ABC ABC NEWSBRIEF-MON	1	9.57- 9.59PM	9.45	13,840	16.3	13,500	15.9	23	15.9		16,900	19.9	16,900	19.9	30	19.9	
	2	9.58- 9.59PM	9.45														
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.57- 8.58PM	8.45								21,650	25.5	13,070	15.4	25	15.1	
NBC NBC MONDAY NIGHT MOVIES	2	9.00-11.26PM	+GRID 11.00 11.15											14.4*	28*	13.4	
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	11,890	14.0	11,890	14.0	20	14.0		13,670	16.1	13,670	16.1	24	16.1	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	1	8.57- 8.59PM	8.45	17,910	21.1	16,640	19.6	28	19.6		17,400	20.5	17,400	20.5	30	20.5	
	2	8.58- 8.59PM	8.45								19,780	23.3	19,780	23.3	35	23.3	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	21,560	25.4	21,560	25.4	37	25.4								
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	10,190	12.0	10,190	12.0	18	12.0		10,700	12.6	10,700	12.6	19	12.6	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI		8.45- 8.46PM	8.45	16,730	19.7	16,730	19.7	30	19.7		18,680	22.0	18,680	22.0	33	22.0	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	11,460	13.5	11,460	13.5	22	13.5		11,550	13.6	11,550	13.6	20	13.6	
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	9.08- 9.09PM	9.00														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.29- 8.30PM	8.15	11,460	13.5	11,460	13.5	21	13.5		12,740	15.0	12,740	15.0	23	15.0	
ABC ABC NEWSBRIEF-SAT.	1	8.58- 8.59PM	8.45	12,820	15.1	12,820	15.1	23	15.1		13,160	15.5	13,160	15.5	25	15.5	
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45								12,740	15.0	12,740	15.0	23	15.0	
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								11,720	13.8	11,720	13.8	22	13.8	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	10,950	12.9	10,950	12.9	20	12.9		12,740	15.0	12,740	15.0	23	15.0	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	12,480	14.7	12,480	14.7	22	14.7		11,720	13.8	11,720	13.8	22	13.8	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,340	11.0	9,340	11.0	17	11.0		10,700	12.6	10,700	12.6	19	12.6	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								9,340	11.0	9,340	11.0	17	11.0	
EVENING SUNDAY																	
ABC ABC WIDE WORLD-SPORTS SUN	2	4.00- 7.38PM	+GRID 7.30								30,730	36.2	14,520	17.1	32	17.5	
														17.5*	27*	17.5	
ABC SUPER BOWL XIX-GAME(S)	1	6.00- 9.38PM	+GRID 9.30	53,400	62.9	39,390	46.4	63	40.1								
							40.1*	55*	40.1								

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
ABC ABC SPORTS UPDATE-SUN	2	8.52- 8.53PM	8.45																
ABC SUPER BOWL XIX-POST GAME(S)	1	9.38-10.07PM	10.00	32,940	38.8	25,980	30.6	43	28.1		16,050	18.9	16,050	18.9	26	18.9			
ABC ABC NEWSBRIEF-SUN.	2	9.52- 9.53PM	9.45																
	1	10.41-10.42PM	10.30	19,360	22.8	19,360	22.8	35	22.8		15,880	18.7	15,880	18.7	27	18.7			
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	11,290	13.3	11,290	13.3	17	13.3										
CBS SPORTSBREAK-SUN	2	8.51- 8.52PM	8.45																
	1	9.58- 9.59PM	9.45	14,690	17.3	14,690	17.3	25	17.3		15,450	18.2	15,450	18.2	25	18.2			
CBS NEWSBREAK-SUN.	2	10.00-10.02PM	10.00								17,060	20.1	16,640	19.6	30	19.6			
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	7,980	9.4	7,980	9.4	12	9.4										
	2	9.08- 9.09PM	9.00								14,860	17.5	14,860	17.5	24	17.5			
NBC NBC NEWS DIGEST-2-SUN.	1	9.52- 9.53PM	9.45	9,930	11.7	9,930	11.7	17	11.7										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		11.30-12.00MD	11.30	5,690	6.7	4,580	5.4	14	5.9	M-F	6,370	7.5	5,090	6.0	16	6.7			
			11.45						4.8	M-F						5.2			
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.00-12.12AM	12.00								3,910	4.6	3,740	4.4	15	4.4			
ABC ABC ROCKS		12.00-12.32AM	12.00	2,800	3.3	2,120	2.5	8	2.8	FRI.	2,380	2.8	1,950	2.3	7	2.4			
			12.15						2.2	FRI.						2.3			
ABC EYE ON HOLLYWOOD			12.30						1.8	FRI.						2.2			
			12.00	1,530	1.8	1,190	1.4	5	1.5	M-TH	1,780	2.1	1,440	1.7	6	1.8			
			12.15						1.3	M-TH						1.7			
			12.30						1.3	TU&TH						1.6			
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	14,690	17.3	14,690	17.3	25	17.3	MTUTH	13,580	16.0	13,580	16.0	23	16.0			
CBS NEWSBREAK-M-F			9.45	13,840	16.3	12,900	15.2	22	16.2	M-F	12,480	14.7	12,480	14.7	23	16.2			
			10.15													8.8			
CBS LATE MOVIE I			11.30	7,470	8.8	5,180	6.1	19	6.5	M-F	7,050	8.3	4,750	5.6	18	6.1			
			11.45				6.4*	17*	6.2	M-F				5.9*	17*	5.8			
			12.00						5.9	M-F						5.4			
			12.15				5.8*	20*	5.7	M-F				5.3*	19*	5.2			
			12.30				6.1*	25*	5.7	M-F				5.3*	24*	5.3			
		VARIOUS TIMES	(SUS)																
CBS NBA ON CBS-FRI(S)	2	11.30- 1.54AM	11.30								9,250	10.9	3,740	4.4	16	5.9			
			11.45											5.4*	13*	5.0			
			12.00													4.8			
			12.15											4.8*	15*	4.7			
			12.30													4.5			
			12.45											4.2*	17*	4.0			
			1.00													3.9			
			1.15											3.7*	19*	3.5			
			1.30													3.6			
			1.45											3.4*	21*	3.2			
CBS LATE MOVIE II			12.30	4,500	5.3	3,650	4.3	22	4.7	M-F	3,990	4.7	3,140	3.7	20	4.1			
			12.45				4.4*	20*	4.4	M-F				3.9*	19*	3.8			
			1.00						4.2	M-F						3.6			
			1.15				4.1*	23*	4.0	M-F				3.5*	22*	3.3			
CONT'D																			

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II-CONT'D		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,100	1.3	1,020	1.2	13	1.2 1.1	M-THSU M-THSU		930	1.1	760	.9	10	1.0 .8	M-THSU M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	GRID 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.30 5.45	2,120	2.5	930	1.1	22	1.2 1.1 1.3 1.2 1.1 1.1 1.1 1.0 1.0 1.2 1.1	M-THSU SUN. M-THSU SUN. M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		2,040	2.4	930	1.1	23	1.2 1.2 1.2 1.2 1.1 1.1 1.1 1.0 1.0 1.1 1.1	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	
							1.2*	16*							1.2*	17*			
							1.2*	20*							1.2*	22*			
							1.2*	23*							1.1*	24*			
							1.1*	24*							1.1*	27*			
							1.0*	23*							1.0*	26*			
							1.1*	24*							1.1*	26*			
CBS CBS NIGHTWATCH-2-MON.(B)	1	2.30- 3.00AM	2.30 2.45	1,440	1.7	1,100	1.3	19	1.4 1.3	MON. MON.									
CBS CBS NIGHTWATCH-2-THU.(B)	1	2.30- 3.00AM	2.30 2.45	1,190	1.4	1,020	1.2	15	1.2 1.1	THU. THU.									
CBS CBS NIGHTWATCH-2-TUE.(B)	1	2.30- 3.00AM	2.30 2.45	1,950	2.3	1,610	1.9	25	1.9 1.9	TUE. TUE.									
CBS CBS NIGHTWATCH-2-WED.(B)	1	2.30- 3.00AM	2.30 2.45	680	.8	590	.7	9	.7 .7	WED. WED.									
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	12,820	15.1	12,820	15.1	22	15.1	M-F		11,970	14.1	11,970	14.1	20	14.1	M-F	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	11,720	13.8	11,720	13.8	21	13.8	M-F		12,900	15.2	12,900	15.2	23	15.2	TU&TH	
NBC TONIGHT SHOW	2	9.58- 9.59PM	9.45									10,020	11.8	6,200	7.3	24	9.1	M-F	
		11.30-12.30AM	11.30 11.45 12.00 12.15 12.30 12.45	10,700	12.6	6,620	7.8 8.6*	23 23*	9.0 8.3 7.7 6.4	M-F M-F M-F M-F					8.8*	24*	7.9 7.3 6.0 4.6 3.7	M-F M-F M-F MON. MON.	
															6.7*	24*			
															4.2*	19*			
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45 1.00 1.15	3,910	4.6	3,310	3.9	19	4.2 3.7	M-TH M-TH		3,570	4.2	2,890	3.4	17	4.0 3.3 2.8 2.3	M-TH M-TH MON. MON.	
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	6,540	7.7	3,400	4.0 5.1*	18 19*	5.7 4.6 4.0 3.7 3.3 2.9	FRI. FRI. FRI. FRI. FRI. FRI.		5,940	7.0	2,800	3.3 4.6*	16 19*	5.1 4.2 3.3 2.7 2.4 2.3	FRI. FRI. FRI. FRI. FRI. FRI.	
							3.9*	17*							3.0*	15*			
							3.1*	18*							2.4*	15*			
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15 1.30	2,800	3.3	2,290	2.7	17	2.9 2.5	M-TH M-TH		2,460	2.9	2,120	2.5	17	2.9 2.3 2.1	M-TH M-TH MON.	
CONT'D																			

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN II-CONT'D			1.45														1.8	MON.	
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,360	1.6	1,190	1.4	15	1.4	M-F	1,190	1.4	1,100	1.3	14	1.3	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,210	2.6	2,120	2.5	18	2.5	M-F	2,210	2.6	2,120	2.5	18	2.5	M-F		
ABC INAUGURATION '85(S)	2	11.00- 2.00PM	11.00								17,150	20.2	6,280	7.4	19	6.3	MON.		
			11.15											6.6*	18*	7.0	MON.		
			11.30													7.4	MON.		
			11.45												7.6*	20*	7.7	MON.	
			12.00													8.4	MON.		
			12.15												8.2*	20*	7.9	MON.	
			12.30													7.2	MON.		
			12.45													7.3	MON.		
			1.00													7.3	MON.		
			1.15													7.5	MON.		
			1.30													7.1*	18*	6.7	MON.
			1.45													7.6	MON.		
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,560	8.9	7,560	8.9	28	8.9	M-F	7,900	9.3	7,900	9.3	28	9.3	M-F		
ABC ABC SPECIAL REPORT-3:00PM(S)	2	3.00- 4.00PM	3.00								10,190	12.0	6,620	7.8	19	8.4	MON.		
			3.15												8.0*	20*	7.7	MON.	
			3.30													7.8	MON.		
			3.45													7.4	MON.		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								9,760	11.5	6,710	7.9	21	7.4	WED.		
			4.15												7.3*	20*	7.2	WED.	
			4.30													8.5	WED.		
			4.45													8.7	WED.		
															8.6*	22*			
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,870	2.2	1,360	1.6	16	1.5	M-F	1,700	2.0	1,270	1.5	16	1.4	M-F		
			6.45						1.8	M-F						1.7	M-F		
CBS PRES. INAUGURATION-CBS(S)	2	11.00- 1.00PM	11.00								14,520	17.1	6,880	8.1	21	8.2	MON.		
			11.15												7.9*	22*	7.5	MON.	
			11.30													7.8	MON.		
			11.45													8.1*	21*	8.3	MON.
			12.00													8.7	MON.		
			12.15													8.7*	22*	8.7	MON.
			12.30													7.8	MON.		
			12.45													7.5*	19*	7.3	MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,220	8.5	6,880	8.1	28	8.1	M-F	7,130	8.4	6,880	8.1	28	8.1	TU-F		
CBS CBS NEWS SPEC. REPORT(SUS)	2	2.48- 2.54PM	2.45														THU.		
CBS PRES. INAUGURATION-CBS 2(S)	2	2.55- 3.37PM	2.45								7,980	9.4	5,860	6.9	17	6.4	MON.		
			3.00													6.8	MON.		
			3.15													7.0*	18*	7.1	MON.
			3.30													7.1*	17*	7.1	MON.
CBS GUIDING LIGHT	2	>	-GRID								8,570	10.1	6,790	8.0	22		M-F		
			4.00													7.7*	19*	7.9	MON.
			4.15													7.6	MON.		
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,520	6.5	5,260	6.2	17	6.2	M-F	6,030	7.1	5,600	6.6	18	6.4	M-F		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS NEWSBREAK-3.57-CONT'D			4.15														
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								8,910	10.5	6,540	7.7	18	7.4	MON.
			4.45														
			5.00														
			5.15														
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,210	2.6	1,610	1.9	15	1.5	M-F	2,210	2.6	1,530	1.8	15	1.5	M-F
			6.45						2.3	M-F						2.2	M-F
NBC NBC PRES-INAUGUR-COVERAGE(S)	2	10.00- 4.00PM	10.00								22,160	26.1	6,030	7.1	19	6.6	MON.
			10.15														
			10.30														
			10.45														
			11.00														
			11.15														
			11.30														
			11.45														
			12.00														
			12.15														
			12.30														
			12.45														
			1.00														
			1.15														
			1.30														
			1.45														
			2.00														
			2.15														
			2.30														
			2.45														
			3.00														
			3.15														
			3.30														
			3.45														
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,910	4.6	3,910	4.6	15	4.6	MWF	3,910	4.6	3,910	4.6	14	4.6	W & F
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,480	4.1	3,140	3.7	21	3.7		3,140	3.7	2,550	3.0	18	3.0	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	5,600	6.6	4,580	5.4	18	5.4		5,180	6.1	4,670	5.5	18	5.5	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,330	5.1	3,400	4.0	13	4.0		5,090	6.0	4,330	5.1	16	5.1	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	6,030	7.1	5,520	6.5	20	6.5		5,350	6.3	4,670	5.5	17	5.5	
ABC PRO BOWLERS TOUR	1	3.00- 4.35PM	4.30	10,530	12.4	6,110	7.2	18									
			4.30						8.9								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,890	3.4	2,720	3.2	18	3.2		3,400	4.0	3,140	3.7	23	3.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,500	5.3	4,160	4.9	22	4.9		4,920	5.8	4,670	5.5	24	5.5	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,330	5.1	3,990	4.7	16	4.7		4,670	5.5	4,080	4.8	16	4.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,540	7.7	5,860	6.9	21	6.9		6,540	7.7	5,600	6.6	20	6.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,250	5.0	3,910	4.6	13	4.6		3,910	4.6	3,650	4.3	13	4.3	
CBS CBS NCAA BASKETBALL-SAT CONT'D	1	1.30- 3.35PM	3.35	8,570	10.1	3,400	4.0	11									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	WK	TIME	QUARTER	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE-CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
NETWORK/PROGRAM	#	(N.Y.T.)	HOUR														
DAY SATURDAY-CONT'D																	
CBS CBS NCAA BASKETBALL-SAT-CONT'D				3.30					4.7								
CBS IN THE NEWS-	2	1.56- 1.59PM	1.45								3,740	4.4	3,480	4.1	12	4.1	
CBS CBS NCAA BASKETBALL-SAT	2	2.00- 4.12PM	+GRID								13,840	16.3	6,450	7.6	20		
			4.00											10.2*	24*	10.2	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,650	4.3	3,570	4.2	24	4.2		3,480	4.1	3,230	3.8	23	3.8	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,670	5.5	4,330	5.1	23	5.1		4,750	5.6	4,500	5.3	24	5.3	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,880	8.1	6,790	8.0	26	8.0		7,980	9.4	7,810	9.2	29	9.2	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	7,130	8.4	6,960	8.2	25	8.2		7,810	9.2	7,560	8.9	28	8.9	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,750	5.6	4,580	5.4	16	5.4		4,670	5.5	4,500	5.3	15	5.3	
NBC NBC COLLEGE BASKETBALL	1	1.00- 3.09PM	+GRID	7,810	9.2	3,230	3.8	10			8,910	10.5	3,060	3.6	10		
	2	1.00- 3.04PM	+GRID													2.7	
			3.00				4.3*	12*	4.3								
NBC MILLROSE GAMES(S)	2	3.03- 4.03PM	+GRID								3,310	3.9	1,700	2.0	5		
			4.00													2.5	
DAY SUNDAY																	
ABC ABC SPECIAL REPORT-11:49A(SUS)	1	11.49-12.02PM	11.45														
ABC SUPER BOWL XIX-PRE GAME(S)	1	4.00- 5.38PM	+GRID	30,730	36.2	18,000	21.2	37									